

THE IMPACT OF LIVE STREAMERS' SOCIAL CAPITAL
ON VIEWERS' PURCHASE INTENTION

HONG KAI SONG

MASTER OF BUSINESS ADMINISTRATION

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

DECEMBER 2022

The Impact of Live Streamers' Social Capital on Viewers'
Purchase Intention

Hong Kai Song

A research project submitted in partial fulfillment of the
requirement for the degree of

Master of Business Administration

Universiti Tunku Abdul Rahman

Faculty of Accountancy and Management

December 2022

The Impact of Live Streamers' Social Capital on Viewers'
Purchase Intention

By

Hong Kai Song

This research project is supervised by:

Corrinne Lee Mei Jyin
Assistant Professor
Department of International Business
Faculty of Accountancy and Management

Copyright @ 2022

ALL RIGHTS RESERVED. No part of this paper may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, graphic, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior consent of the authors

DECLARATION

I hereby declare that:

- (1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) The word count of this research report is 12213.

Name of Student: Hong Kai Song

Student ID: 21UKM02534

Signature:



Date: 6 December 2022

ACKNOWLEDGEMENT

First and foremost, I want to express my deepest appreciation to my MBA research project supervisor, Assistance Professor Dr. Corrinne Lee, for her guidance, wisdom, and support. I can't thank her enough for all of the helpful suggestions she gave me throughout my study.

Next, I'd want to express my gratitude to everyone who has encouraged me to obtain an MBA at Universiti Tunku Abdul Rahman (UTAR). Their constant motivation and spiritual support has given me the fortitude to finish my MBA while continuing to work full-time.

Last but not least, I would want to thank each and every one of my MBA lecturers. Gaining insight and information from you that I can use in my professional life has been a rewarding experience.

ABSTRACT

In 2020, the Covid-19 pandemic causes dramatic shifts in almost all industries, most notably the internet realm. Fewer people visit the business in person because they are urged to shop online instead. Customers are distancing themselves from traditional brick-and-mortar establishments. Because of this reality, most companies are shifting their focus to live streaming. Live streaming allows for two-way communication between the live streamers and the viewers, which improves the viewers knowledge of the product and boost viewers purchase intention. Why do viewers put their faith in anonymous and unproven live streamers from internet? This study examined the impact of live streamers' social capital on viewers' purchase intention in order to better understand this phenomena. The results demonstrated that the the live streamer's social capital which professionalism, trust and reciprocity all contributed to in the viewer's purchase intention.

TABLE OF CONTENTS

Copyright @ 2022	IV
DECLARATION.....	V
ACKNOWLEDGEMENT	VI
ABSTRACT	VII
TABLE OF CONTENTS.....	VIII
LIST OF TABLES	XI
LIST OF FIGURES	XII
LIST OF ABBREVIATIONS	XIII
Chapter 1 INTRODUCTION.....	1
1.1 Research Background	1
1.2 Problem Statement	4
1.3 Research Questions	4
1.4 Research Objective	5
1.5 Significant of Study	5
Chapter 2 LITERATURE REVIEW	6
2.1 Social Capital.....	6
2.2 Purchase Intention.....	8
2.3 Structural Capital	9
2.4 Cognitive Capital	10
2.5 Relational Capital	11
2.6 Online Involvement	12
2.7 Conceptual Framework	13
Chapter 3 RESEARCH METHOD	14
3.1 Research Design	14
3.2 Data Collection Method	14
3.3 Sampling Design.....	15
3.4 Research Instruments	16
3.4.1 Self-Administrative Survey	16
3.4.2 Questionnaire Design	16
3.4.3 Pilot Test.....	17
3.5 Construct Measurement	18

3.6 Data Processing	20
3.7 Common Method Bias	21
3.8 Data Analysis.....	21
3.8.1 Descriptive Analysis	21
3.8.2 Inferential Analysis	22
3.8.3 Reliability Analysis	22
Chapter 4 RESEARCH RESULTS	23
4.1 Descriptive Analysis	23
4.1.1 General information	23
4.1.1.1 Gender	25
4.1.1.2 Age.....	25
4.1.1.3 Race	26
4.1.1.4 Location	27
4.1.1.5 Education level	27
4.1.1.6 Employment Status.....	28
4.1.1.7 Individual Income Level	29
4.1.1.8 Household Income Level	30
4.1.1.9 Live Streaming Shopping Purchase Frequency (Times Per Month)	31
4.2 Inferential Analysis	32
4.2.1 Reliability Test.....	32
4.2.2 Pearson’s Correlation Analysis.....	33
4.2.3 Relationship between Variables.....	34
4.2.3.1 Moderating Effect of ONL Towards SI & PI.....	34
4.2.3.2 Moderating Effect of OI Towards POP & PI.....	35
4.2.3.3 Moderating Effect of ONL Towards SL & PI.....	36
4.2.3.4 Moderating Effect of OI Towards PRO & PI.....	37
4.2.3.5 Moderating Effect of OI Towards TRU & PI	40
4.2.3.6 Moderating Effect of ONL Towards REC & PI.....	41
4.3 Hypotheses Testing	45
Chapter 5 DISCUSSION AND CONCLUSION	46
5.1 Discussion	46
5.2 Implication.....	49
5.3 Limitation and Future Research.....	50

5.4 Conclusion.....	51
REFERENCES.....	52
APPENDIX.....	57

LIST OF TABLES

Table 3.1: Reliability Test.....	17
Table 3.2: Construct of Measurement	18
Table 3.3: Cronbach’s Strength of Reliability	22
Table 4.1: Summary of Respondents.....	24
Table 4.2: Reliability Test.....	32
Table 4.3: Pearson’s Correlation Analysis.....	33
Table 4.4: Coefficient	34
Table 4.5: Moderating Effect of OI Towards SI & PI.....	35
Table 4.6: Moderating Effect of ONL Towards POP & PI	36
Table 4.7: Moderating Effect of ONL Towards SHA & PI.....	36
Table 4.8: Moderating Effect of OI Towards PRO & PI.....	37
Table 4.9: Conditional Effects of Professionalism At Values of Online Involvement	38
Table 4.10: Online involvement value defining Johnson-Neyman significance region	39
Table 4.11: Moderating Effect of OI Towards TRU & PI.....	40
Table 4.12: Moderating Effect of OI Towards REC & PI.....	41
Table 4.13: Conditional Effects of Professionalism At Values of Online Involvement	42
Table 4.14: Online involvement value defining Johnson-Neyman significance region	43
Table 4.15: Test of Significant.....	45

LIST OF FIGURES

Figure 2.1: Conceptual Framework.....	13
Figure 4.1: Gender of Respondents	25
Figure 4.2: Age of Respondents	26
Figure 4.3: Race of Respondents.....	26
Figure 4.4: Location of Respondents.....	27
Figure 4.5: Education level of Respondents	28
Figure 4.6: Employment Status of Respondents	29
Figure 4.7: Individual Income Level of Respondents	30
Figure 4.8: Household Income Level of Respondents	31
Figure 4.9: Live Streaming Purchase Frequency (Times / Month) of Respondents	32
Figure 4.10: Moderating effect of Online Involvement on the relationship between professionalism and viewers purchase intention.....	40
Figure 4.11: Moderating effect of Online Involvement on the relationship between reciprocity and viewers purchase intention.....	44

LIST OF ABBREVIATIONS

MBA	Master of Business Administration
PI	Purchase Intention
SI	Social Interaction
POP	Popularity
SL	Shared Language
PRO	Professionalism
TRU	Trust
REC	Reciprocity
OI	Online Involvement

Chapter 1

Introduction

This chapter provides an overview on the impact of live streamers' social capital on viewers' purchase intention. The chapter will begin with an overview of the study's background, then go on to the problem statement, research questions and objectives. At the conclusion of this this chapter will discuss about the significant of study of the research.

1.1 Research Background

In 2020, the Covid-19 pandemic causes dramatic shifts in almost all industries, most notably the internet realm. Fewer people visit the business in person because they are urged to shop online instead. As a result, consumers are increasingly turning to the internet to stock up on necessities like food, clothing, and household supplies. Customers are distancing themselves from traditional brick-and-mortar establishments. Because of this reality, most companies are shifting their focus to live streaming. Recent research (Mastercard, 2020) has shown that a majority of consumers 74% are increasing their expenditure on internet purchases. Because of the epidemic, people's shopping and selling habits have changed.

According to Chanrit (2021) estimation that 47% of viewers of live streaming are spending more time on live streaming than ever before. There has been a recent

uptick in the number viewers making their purchases through live streaming. Thus, competition in live streaming platform is heating up, yet opportunities abound. The business landscape is shifting across the world. Live streaming and live selling are the most well-liked developments nowadays. In today's ever-evolving social commerce landscape, most online stores recognize that consumer interaction is of utmost importance.

With raising of live streaming, customers may experience e-commerce as closely as possible to the in-store purchasing experience. Live streaming is the newest and most dynamic method for companies to communicate with stakeholders, just how Zoom has made meetings virtual. Brands are avidly seeking for new methods to communicate with their customers as the popularity of digital channels and social media continues to rise and people spend more and more time on these platforms. Customers' undivided attention and active participation in a live streaming makes it an ideal medium for two-way communication. When viewers add comments in real time during a live streaming, it turns the presentation into a two-way conversation with the audience. The ability to reach a large audience, improved presentation, rich content, several platforms, and enhanced contact with the target market are all benefits of online gushing. By 2021, the live streaming market is projected to be worth \$70.5 billion (Rajasekar & Aithal, 2022). Live streaming is favoured by many consumers because they believe it provides a more open and transparent relationship with companies and influencers than other digital platforms. They get to try the product out for themselves, witness the brand speakers in action, and learn about the product's advantages firsthand. Live streaming retail has to improve customer service, usability, and interaction to boost loyalty and sales (Chen, 2019).

Using the concept of social capital theory, we seek to give concrete form to the one-to-many connection in live streaming platforms. An area's ties among its residents are the unseen source of its social capital. Recent studies on the topic of social capital show that it may be used in a wide variety of contexts, from government and citizens (Myeong & Seo, 2016), to entrepreneurial enterprise (Wang, Li, & Ma, 2019), to social networking sites (Zhao, Huang & Su, 2019). Using the framework of social capital theory, this research explores the dynamics

between a live streamer and their viewers. In live streaming, the live streamer serves as a link between the products and its customers. Viewers are influenced by the streamer's reputation and the feedback they hear about the product. According to two separate studies (Ang et al., 2018; Wongkitrungrueng et al., 2020), a streamer's positive reputation may inspire viewers to make a purchase after seeing them use a product they saw them use during a live broadcast.

Live streaming are accessible over the Internet and may be accessed on desktop computers, laptops, tablets, and smartphones. According to Zhao et. al. (2019), the primary characteristics of mobile internet are portability, accessibility, convenience, and portability. The Internet has several benefits, including its portability, accessibility, and two-way communication. Unlike other channels, Live streaming platforms allow for instantaneous bidirectional dialogue between streamers and viewers, who may then quickly share and discuss their thoughts with one another. Conversations between streamers, viewers, and other viewers are mediated by the mechanisms through which they communicate with one another. In the first place, a live streaming platforms convenient, portable, customization, and easily accessible features enable viewers locate remarkable, instructive, and useful streams. Positive feelings may be created between a streamer and their viewers when they interact with one another. When people have a common interest in a streamer's material, they are more likely to interact with one other, learn about issues that matter to them, and establish social networks as a result.

The purpose of this research is to apply the concepts of social capital theory to the realm of live streaming in order to better understand the influence of the streamer's social capital on the viewer's purchase intention, as well as the role that the streamer's sales model and social influence play in the consumer purchase process. Empirical testing of this model is then performed by collecting survey data from viewers engaged in live streaming purchases and analyzing it in light of the social capital theory to determine the effect of social capital on viewers purchase intentions. Finally, we explore how the empirical findings may aid in the expansion of social capital theory, and we learn more about how the streamer's social capital might boost viewers' intention to buy.

1.2 Problem Statement

As post-lockdown of Covid-19, streaming audiences shrink across the board. According to Ethan (2022) most recent research, growth across all platforms has slowed when compared to the same period last year. Streaming volumes have increased and decreased respectively because to the Covid-19 pandemic. Streaming viewership rose as more individuals started working from home and thus spent less time engaging in outside leisure activities. But, as the globe once again opened up, viewership has begun to fall. Although the industry's rapid growth over the last decade indicates it has enormous promise for advancing people's professional lives. It's easy to lose sight of emerging markets like live streaming as post-lockdown of Covid-19, the questions and problems are how live streamers remain competitive in this industry to competitive as post-lockdown of Covid-19. Streamers who want to be successful will need to experiment to find a method that works for them and then stick to it. A live streamer's long-term objective can be to increase the visibility of their channel throughout the whole streaming platform. a successful streamer will development a high degree of social capital that they will be reliable, and will have figured out what their viewers wants to keep them even post-lockdown of Covid-19. Post-lockdown of Covid-19 might lead to reduced purchase intention if you fail to establish your own brand in a manner that correctly matches the viewers. Since this is the case, it is essential that the significance of streamer' social capital and the formation of social capital based on it be investigated and emphasized. So, let's talk about why we're doing this research.

1.3 Research Questions

Research questions raised at the beginning of a challenge are essential for getting a handle on the material and locating the relevant data later on. The following are the three questions that have been developed for further study:

RQ1: Does streamers structural capital has a positive direct effect on the viewers purchase intention?

RQ2: Does streamers cognitive capital has a positive direct effect on the viewers purchase intention?

RQ3: Does streamers relational capital has a positive direct effect on the viewers purchase intention?

1.4 Research Objective

The study's main goal is to identify the key factors that impact viewers' intentions to make purchases in streaming. The other goals are as follows:

RO1: To examine the relationship between structural capital and viewers purchase intention.

RO2: To examine the relationship between cognitive capital and viewers purchase intention.

RO3: To examine the relationship between relational capital and viewers purchase intention.

1.5 Significant of Study

Marketers may use the study's findings to their advantage by better understanding the impact of live streamers' social capital on viewers' purchase intention. Marketers may then use this information to better position their products for the target audience and increase sales. As a result, marketers may better anticipate the viewers preferences of streamers if they have a deeper grasp in live streaming. Thus, revenues might rise if the company successfully caters to viewers expectations for streaming despite of post-lockdown of Covid-19. Future scholars have a lot to learn from this study, therefore it will serve as a useful resource for them as well. In addition, this study can aid future researchers in gathering more data and gaining a better understanding of whether the live streamers' social capital impact viewers' purchase intention.

Chapter 2

Literature Review

This chapter covers the relevant literature of social capital, online involvement and viewers purchase intention. The chapter will begin with the concept of social capital and the three core dimensions of social capital, which includes structural capital, cognitive capital and relational capital. Next, the concept of online involvement and viewer purchase intention will be discussed, followed by a review of the relevant models of social capital, online involvement and viewer purchase intention. Theoretical frameworks from the past are also discussed in this chapter. Together with the research hypotheses, a conceptual framework will be created. As a conclusion, this chapter will conduct an empirical assessment of the connection between social capital, online involvement, and viewers' purchase intention.

2.1 Social Capital

Nahapiet and Ghoshal (1998) stated that the concept of "social capital" encompasses a variety of factors, including strong interpersonal connections (structural capital), the capacity to comprehend and apply new information (cognitive capital), and a variety of other desirable traits (relational capital). Each of these types of social capital is a part of the social structure and helps to facilitate the flow of information within it. To put it another way, social capital is a measure of the value of the resources contained inside a person's web of social

connections. It's built into communities and may make it easier to trade goods and services. Based on Benton (2016) favorable resources may be obtained via a network of people who were both diverse and well-informed. Technology transfer (Grzegorzczak, 2019), employee performance and satisfaction (Sheer & Rice, 2017), contract length (Ravindran, Susarla, Mani & Gurbaxani, 2015), information disclosure (Chen & Beaudoin, 2016), electronic word-of-mouth and online purchasing (Horng & Wu, 2020), information sharing and knowledge exchange (Lee, Tsang & Pan, 2015), user-generated content popularity (Yang & Li, 2016), and crowdfunding (Zheng, Li, Wu & Xu, 2014) may all benefit from these resources.

According to the standard definition, social capital refers to "resources entrenched in the social structure that may be approach or deployed in meaningful acts". A number of pro-social behaviors, including as collaborative action, community involvement, and differential social accomplishment, which are built on unaccountable personal wealth, have been explained in terms of social capital. The social context of social capital is an important distinguishing feature from other types of capital. It is generally agreed that social capital is two-fold, reflecting both the collective emotional climate and the quality of interpersonal connections as well as the individual incentives and opportunities afforded by one's social networks. From the standpoint of an individual, one's social capital consists of their standing and identity within their social network. A person's true aspirations are heavily influenced by the roles and identities they have in society (Putnam, 1995).

There are three components to social capital: structural capital, cognitive capital, relational capital (Nahapiet & Ghoshal, 1998). Social interaction is one manifestation of structural capital, which relates to the structure of actors' relationships. Data and assets that are rooted on interpersonal relationships may be accessed via social network linkages, and players in crucial positions within the social network, such as those holding the position of a structural hole, are given preferential access to these resources (Chang & Chuang, 2011). Shared language is a manifestation of cognitive capital because it represents the resources that allow participants to work together toward a common goal and follow a set of

agreed-upon standards (Nahapiet & Ghoshal, 1998). Relational is indicative of the trust and norm of reciprocity in a relationship. Individuals' prior contacts with one another may foster relational capital (Tsai & Ghoshal, 2008).

2.2 Purchase Intention

Purchase intention is the phenomenon where a customer wants to buy a product but does not necessarily make the purchase (Jayesh, 2015). This is similar to the argument made by Morwitz (2014), who claims that the desire to make a purchase is distinct from the actual conduct of making a buy. Consideration of societal, emotional, logical, ethical, psychological, and economic variables is essential since they may affect purchase intentions (Renu, 2020). The likelihood of a customer making a purchase when shopping online is a major factor in their actions while doing so.

The term "purchase intention" according to Hajli et. al. (2017) refers to the stage of negotiations between a buyer and seller before the latter finally accepts a sale from the former. A customer has a purchase intention if they go into a store with the mindset that they will buy the product or service because they are looking for a certain feature or advantage, or if they have an overall favourable impression of the product or service. As described by the authors of this research, "Consumers' readiness to buy a product or service from a specific website" captures the essence of what it means to make a purchase decision in this context. Once a customer has decided on a product, however, their intentions will determine whether or not they go through with the purchase (Raza et. al., 2014). The decision to buy a product begins with a thorough examination of the product. Individuals draw on their own prior experiences, new learning, and other sources of data to construct their assessments (Bukhari et al. 2013). Consequently, customers' opinions are heavily influenced by extraneous circumstances, which in turn affects their propensity to make a purchase. The decision to buy is influenced by a wide variety of circumstances.

2.3 Structural Capital

Structural capital is an essential predictor of collective behaviour because it is a link in a network that is formed via human contacts. The greater the density of a social network, the more probable it is that its members will engage in coordinated efforts and share knowledge and resources (Marwell & Oliver, 1988).

Social interaction is an example of structural capital, which represents the structure of the actors' relationships. The sharing of knowledge and resources may be aided through social contact. One of the most important factors influencing customer purchasing decisions is social interaction (Xiang, Zheng, Lee & Zhao, 2016). Based on Li, Yang, Xu, and Zhu (2017), structured capital has a direct impact on the purchasing decisions of consumers. Because streamers in the social network's highest reaches are able to use personal connections to get specialized resources and knowledge, consumers who engage more in social interaction are able to receive adequate production suggestions more quickly. Customers who get these product suggestions may be more likely to buy streaming services in the future, which in turn may lead to increased revenue.

H1: Live streamer's social interaction has a positive direct impact on viewers purchase intention

An individual streamer's level of popularity inside a network is used to measure the network's structural capital, which is expressed as the number of viewers linked to the streamer. As a result, a streamer's structural position in online streaming is expressed in the amount of viewers they have. As evidenced by the reality that celebrities, politicians, and other influential people with a strong social impact have used live streaming platforms to promote things for sale, the amount of viewers represents its popularity, it serves as a link to encourage people to buy the goods.(Park & Yang, 2010).

H2: Live streamer's popularity has a positive direct impact on viewers purchase intention

2.4 Cognitive Capital

Cognitive capital is defined as the resources that allow knowledge to have a common interpretation in the community (Taegoo et al., 2013). Knowledge sharing is only effective if both sides have some common ground to work from, such as a common language and norms. Cognitive capital grows in parallel with the amount of time they spend collaborating with others on the acquisition of common or shared learning objectives and engaging in professional discourse. Professional knowledge and the ability to put that knowledge into practise are both components of what economists call "cognitive capital." The live streamer has an expansive role in the viewers experience in live streaming, from assisting with product research and selection to demonstrating how to interact with the viewers. Viewers report a much increased feeling of experience and happiness as a result of the complete spectrum of internet merchandising promotion being linked to consuming scenarios of offline physical locations (Lin et. al., 2021).

Cognitive capital is a measure of the resources that allow parties to work together toward a common objective and establish a common set of norms via the use of shared language (Nahapiet & Ghoshal, 1998). In live streaming, viewers purchase intentions are influenced by their ability to communicate in a shared language. In the first place, the use of a shared language may help people understand one other better and minimize their cognitive barriers (Ganguly, Talukdar, & Chatterjee, 2019). It was easier for people to make future purchases when they were able to communicate clearly about their shopping experiences and product recommendations with the online streamers who had high levels of cognitive capital.

H3: Live streamer's shared language has a positive direct impact on viewers purchase intention

The streamer's "professionalism" is evident in his or her thorough and exhaustive presentation of the goods. In a short amount of time, the streamer explains how the product works and how to use it, saving customers both time and money. The streamer takes on the role of shopper's guide during the online streaming. Customer experience and happiness have been substantially enhanced as the

complete spectrum of online goods marketing has been matched to offline consumption circumstances in physical stores. As a result, viewers' desire to purchase is increased when streamers with greater levels of professional (Lin et. al., 2021).

H4: Live streamer's professionalism has a positive direct impact on viewers purchase intention

2.5 Relational Capital

When talk about relational capital, it referring to the strength of a group's emotional ties. It is easier for members to trust one other, think they must engage in the group, and identify and adhere to the group's cooperative rules when they have a solid sense of group identity. Finally, relationship capital is created (Lewicki & Bunker, 1996).

As a result, the streamer focuses more on the viewer's feeling of duty and moral obligation throughout the online streaming and often uses the promise-making method to help the online streaming viewer better grasp the product and have better trust on the streamers. Viewer's purchasing intentions are influenced by their trust in an online marketing scenario (Cheng, Gu & Sheng, 2019).

H5: Live streamer's trust has a positive direct impact on viewers purchase intention

The term "reciprocity" is used to describe an attitude of justice in the sharing of resources. For resource trade to be mutually beneficial, there must be a strong feeling of reciprocity (Chiu, Hsu & Wang, 2006). Individuals' actions may be affected by the quality of their connections, which may be represented by the concept of reciprocity in the context of internet marketing. In the first place, relational capital may be seen as a kind of governance that lessens the amount of unknowns and perceived dangers in entwined connections. More specifically, relational capital may lessen opportunism and inconsistency in social interactions while simultaneously increasing commitment to such connections (Chen, Huang & Davidson, 2017). In addition, a high amount of relational capital between two

people makes them more likely to share resources, which in turn increases shoppers' propensity to make a purchase (Cheng, Gu & Sheng, 2019).

H6: Live streamer's reciprocity has a positive direct impact on viewers purchase intention

2.6 Online Involvement

How often and for what kinds of things you shop online depends on how much time you spend on the internet. When a viewers core beliefs and values are inextricably linked to a certain product category online, that viewer becomes actively invested in that category. High-involvement states occur when viewers realize a product has significant personal value, and high-involvement states motivate viewers to seek out online information about the product, as well as to carefully weigh and compare the merits of various brands, products, and prices before settling on the best option (Ballon, Van Hoed & Schuurman, 2018). In contrast, a lack of engagement makes viewers less active in their pursuit of information online and more likely to utilize indirect routes to process what they find, including being more likely to be swayed by advertisements and more likely to alter their previous plans to buy (Jimenez, San-Martin & Puente, 2019). Thus, social capital and viewers purchase intention hypothesis can be form followed by:

H7: Moderated mediating role of online involvement on social interaction to viewers purchase intention.

H8: Moderated mediating role of online involvement on popularity to viewers purchase intention.

H9: Moderated mediating role of online involvement on share language to viewers purchase intention.

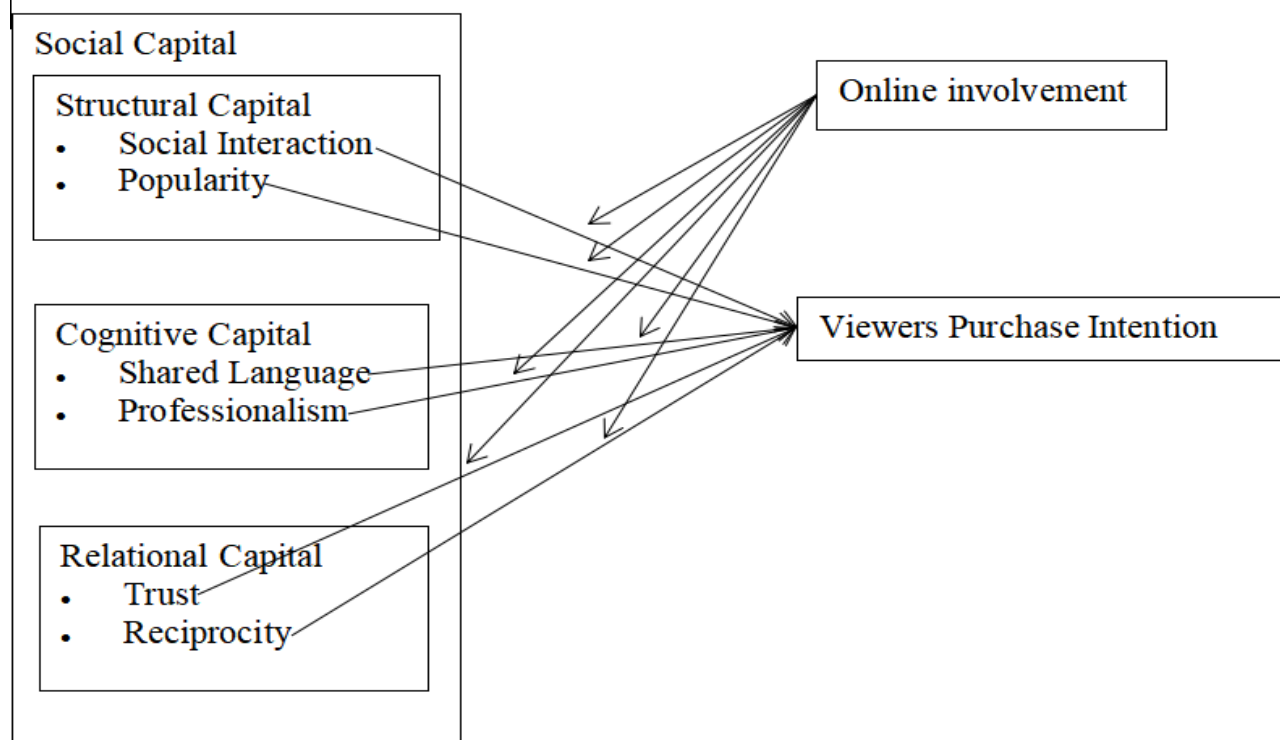
H10: Moderated mediating role of online involvement on professionalism to viewers purchase intention.

H11: Moderated mediating role of online involvement on trust to viewers purchase intention.

H12: Moderated mediating role of online involvement on reciprocity to viewers purchase intention.

2.7 Conceptual Framework

Figure 2.1: Conceptual Framework



Source: Self-Develop

Figure 2.1 depicts the conceptual model. Though Nahapiet and Ghoshal's (1998) model emphasizes group-level elements of social capital, social capital may also explain the viewers' purchase intention connect in live streaming e-commerce, according to study. In order to better connect the people and groups that engage in live streaming' connection and sales relationship, live streaming is being brought to the medium through technological platforms. To a large extent, the success of live streaming depends on the confidence that viewers have in the streamer's conduct as a result of the streamer's personal connections. The streamer's individual degree of social interaction and popularity is assessed by structural capital. While doing so, it assesses the influence of the streamer's cognitive capital and the viewers' impression of relational capital on the viewers' desire to make a purchase while watching the stream. Besides, the framework examines how online involvement moderate social capital towards viewers purchase intention.

Chapter 3

Research Method

This chapter will detail the research method employed by the author. Research instruments, construct measurements, pilot tests, data processing, and analyses are all discussed in this chapter. The primary goal of this section is to guarantee that all appropriate research methods were used throughout the duration of the study.

3.1 Research Design

The process of conducting a study is guided by the research design created for that purpose (Celsi et al., 2011). Williams (2007) stated that research conducted using a quantitative methodology include not only the quantification of data, but also the acquisition of numerical data for further analysis using mathematical models.

3.2 Data Collection Method

Taking measurements and collecting data are two aspects of data collection. In order to answer research questions, verify hypotheses, and assess results. This study makes use of primary data, collected in the form of completed questionnaires, to draw conclusions (Saunders, 2014)

Researchers collect primary data, often known as "raw data," from a statistically valid and reliable sample of the population (Sekaran & Bougie, 2019). To investigate the impact of live streamers' social capital on viewers' purchase intention, a questionnaire-based research methodology was chosen for this study. This is because it is a more time- and cost-effective strategy for gathering and processing data.

3.3 Sampling Design

A sampling design should specify a sample, a sampling method, and a sample size (Celsi et al., 2011). Researchers will first choose who they want to reach and then where they want to go to do it. After that, we'll talk about how we'll be selecting our samples and how many of them we'll take. A research project's target population consists of all the things or parts of the population in whom the researchers have an interest. The chosen group will be significant because they possess the data that the researchers want for a certain study study (Celsi et al., 2011).

In this research, we use a convenience sample. To choose examples from a population when doing so is practical for the researcher; this is the idea behind convenience sampling, a non-probability sampling technique (Sekaran & Bougie, 2019). According to Zikmund (2010) unlike probability sampling, these approaches do not call for a certain sample frame and are more flexible since they do not impose a prohibition against non-probability sampling. In fact, when studying consumer behaviour, convenience sampling is the method of choice.

The sample size of a study is the predetermined number of components that will be used in that research. In most cases, a sample size between 30 and 300 people is suggested by Sekaran and Bougie (2019). As a result, 30 to 300 prospective respondent participants have been suggested for this study's sample size. That is to say, in order to accomplish the study's aims. The accuracy and validity of a questionnaire may be tested via a pilot test, which is a smaller version of the full

survey used as a preliminary test. Before sending out questionnaires to participants, we ran a pilot test with 30 sets of questionnaire.

3.4 Research Instruments

Information about the survey's self-administration, questionnaire design, and pilot test are presented here.

3.4.1 Self-Administrative Survey

Self-administered surveys, According to Burns and Bush (2006), provide for more freedom in terms of sample size and flow of data collection. Data for this study was gathered by MS Team Form and questionnaires filled out by the respondents themselves. Electronic data collection is also used in the study process. Chua (2012) argues that questionnaires filled out by the study's participants themselves were the most appropriate methods for gathering the necessary quantitative data. The use of a questionnaire makes it simple for the intended respondents to submit feedback in a short amount of time. Since the cost per response to a questionnaire is often rather minimal, this is a major advantage. In addition, there is no need to schedule an interview time for either the researchers or the respondents when using a self-administered questionnaire. The questionnaires are also made available online, making it easier for respondents to take part. Additionally, employing digitally stored data allows researchers to gather and evaluate the data more quickly.

3.4.2 Questionnaire Design

In this research, we use multiple-choice and likert-scale questions to ask participants closed-ended questions. In addition, respondents spend less time on the predetermined set of surveys since close-ended questions only need quick answers (Saunders, 2014). This makes it simpler to draw conclusions from the

data. Each questionnaire began with a cover page that provided context for the study and introduced the topic. The questionnaires include two parts: Section A (Demographic) and Section B (Constructs Measurement)

Respondents' demographic information (such as age, gender, race, state of origin, education level, employment status, monthly personal income, monthly household income, number of hours spent watching live stream in weekly and live streaming shopping purchase frequency in monthly basis) will be gathered in Section A. Researchers may learn more about the demographic make-up of the sample population by asking the appropriate questions.

Questions in Section B are intended to probe every factor that impact of live streamers' social capital on viewers' purchase intention. To facilitate responses, the following Likert-scale questions have been included in this section; respondents should indicate their answers with each question by selecting one of the following options from the scale: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.

3.4.3 Pilot Test

A pilot study is a small-scale research project used for validating and reliability testing a questionnaire before administering it to a larger sample of people (Saunders, 2014). Therefore, researchers should do a test run with a small sample size before releasing questionnaires to the general public. Thus, a pilot study is conducted with 30 Malaysian respondents. Results from this pilot test will help the researcher reduce survey errors and enhance the instrument's quality. The reliability of the scale was calculated using SPSS and Cronbach's alpha. The output is seen below:

Table 3.1: Reliability Test

Variables	Cronbach's α	Number of items
Purchase Intention	0.923	4
Social Interaction	0.832	4

Popularity	0.794	4
Share Language	0.899	3
Professionalism	0.878	4
Trust	0.882	4
Reciprocity	0.795	3
Online Involvement	0.832	4

Source: Self-Develop

3.5 Construct Measurement

A survey questionnaire is a method for gathering information for a study. Part A and Part B make up the whole of the questionnaire used in this study. The nominal scale has been used in Part A. Ordinarily, one uses a nominal scale to assign numerical values to the various classes of a variable. Nominal scales are used to create questions on the respondents' demographics. Section A of the questionnaire deals with the respondents' demographic information, and the researchers are using an ordinal scale to create the questions. Finally, in Section B, we use an interval scale to evaluate respondents' perspectives.

Table 3.2: Construct of Measurement

Variable	Item	Adapted from (cronbach alpha)
Social Interaction	<ul style="list-style-type: none"> • The live streamer shows his enthusiasm to me • The live streamer shows his care for me • If I ask questions, the live streamer will always answer them positively • My attention is always drawn to the products when the live streamer abruptly changes the volume 	Zhong et. al., 2022 (CA= 0.730)
Professionalism	<ul style="list-style-type: none"> • The live streamer knows his recommended products well • The live streamer has enough experience (e.g. working experience, trial experience) to judge the products he recommends 	Zhong et. al., 2022 (CA= 0.827)

	<ul style="list-style-type: none"> • The live streamer's introduction of the product provides me with a complete understanding of it • The live streamer only recommends the products after doing his research 	
Trust	<ul style="list-style-type: none"> • The information provided by the live streamer is authentic with the actual condition of the products • The live streamer is responsible for the products he promotes • The live streamer has earned my trust based on the knowledge I have of him from different online platforms • The platform where the live streamer does his job, makes me feel that he is a trustworthy anchor 	Zhong et. al., 2022 (CA=0.871)
Purchase intention	<ul style="list-style-type: none"> • I would recommend others to buy the products promoted by the live streamer • I think the product recommended by the live streamer is worth purchasing • I want to buy the product that the live streamer recommends • When I need any products, I will consider buying them from the live streamer 	Zhong et. al., 2022 (CA=0.832)
Popularity	<ul style="list-style-type: none"> • The live streamer is famous • The live streamer has a large number of followers • The popularity of the live streamer is growing • My favorite live streamer receives a lot of comments while streaming 	Ladhari et. al., 2022 (CA=0.782)
Share language	<ul style="list-style-type: none"> • The live streamer uses common terms or jargons • The live streamer uses understandable communication pattern during streaming. • The live streamer uses understandable narrative forms to post messages during streaming 	Chiu et. al., 2006 (CA=0.840)
Online involvement	<ul style="list-style-type: none"> • I will take the initiative to go online to ask about the product I want to buy • I will actively refer to business intelligence and product/service reports 	Liao et. al., 2021 (CA=0.716)

	<ul style="list-style-type: none"> • I often discuss products/services online with friends or colleagues • Online shopping appeals to me 	
Reciprocity	<ul style="list-style-type: none"> • Live streamers will spend time and effort explaining the products to me, so I will help them to promote their stream. • Live streamer will help me if any defect with the promoted product . • When I receive help from live streamer, I feel it is only right to give back and help others. 	Yang, 2021 (CA= 0.711)

Source: Self-Develop

3.6 Data Processing

If the information is not gathered and categorized correctly, the findings from the study will be disregarded as useless. Before the data can be evaluated, it must first pass through many procedures. Before the data is transmitted for analysis, it goes through a series of processes including verification, editing, coding, transcription, and maybe others (Zikmund et al., 2010).

Researchers should double check the questionnaire to ensure it is comprehensive and suitable before distributing it to respondents. When information has to be made more coherent, clear, and comprehensive, editing is a useful tool. Whereas coding is the process of assigning numeric values or other symbols to previously modified data to facilitate the input of questionnaire results into a computerized database (Zikmund et al., 2010).

Information for this study comes from participants answers to a questionnaire. Once we have collected the questionnaires from the participants, we will examine each set individually to make sure that every question has been answered. Verify that all questions have been answered in accordance with the guidelines provided in the survey. In this way, we can be certain that the data we gather is correct and useful. Respondent information is treated as strictly private and used solely for the stated study.

3.7 Common Method Bias

Podsakoff et al., (2012), have pointed to two primary ways to rein in common method bias. For instance, one technique to reducing the effects of common method biases is to take great care to plan the study's design from the start, while another is to use statistical remedies to do the same once the data has been collected. It is recommended to utilize the procedural remedies before data collection, while the statistical remedies should be used either during or after data analysis. Reliability, validity of items, and co-variation among latent variables may all be significantly impacted by method biases.

3.8 Data Analysis

To do so, we use Hayes Process macro with SPSS to test. Information in its native format must be converted using this programme so that it may be analyzed and utilized to further the study project. In order to use Hayes Process Marco, just simply install the application into SPSS it will appears another function of Hayes Process Marco into SPSS that allows to carry out research to examine the relationship of moderators. In addition to that, it provides researchers with complete access to the data. Descriptive statistics, Cronbach's alpha, Pearson's correlation, multiple regression, the independent T-test, and one-way analysis of variance will all be covered here.

3.8.1 Descriptive Analysis

In order for individuals to comprehend and interpret the results more readily, descriptive analysis is used to condense a significant amount of information about the sample (Saunders, 2014). In order to make the data collected from the surveys more readable and understandable for the researchers, it will be summarized and displayed graphically. Information on the demographics of the respondents will be displayed in the form of a pie chart, a bar chart, and a table, while measures of central tendency and dispersion will be offered in the form of a table.

3.8.2 Inferential Analysis

Inferential analysis is a statistical method for extrapolating from a small representative sample to the complete population (Zikmund et al., 2010). Statistical methods like multiple regression and the Pearson correlation coefficient may be used to infer this.

3.8.3 Reliability Analysis

One of the most important criteria for valid measurement, reliability analysis is often used to evaluate the stability of an existing measuring system by gauging its internal consistency. Moreover, it can determine the correlation between individual items within a scale. Repeated measurements provide a larger degree of correlation, hence this scale is more trustworthy. Cronbach's alpha, often known as the reliability coefficient, is the most used tool for assessing the consistency of a multi-item scale (Zikmund et al., 2010). In this study, Cronbach's Alpha was used to assess the internal consistency of the multi-item scale. A Cronbach's alpha score may be anywhere from 0 (total lack of consistency) to 1 (full perfection of internal consistency) (complete consistency). Below is a table displaying the relative reliability of several measures of coefficient.

Table 3.3: Cronbach's Strength of Reliability

Coefficient Alpha	Strength of reliability
Less than 0.60	Poor
0.60 less than or equal α less than 0.70	Fair
0.70 less than or equal α less than 0.80	Good
0.80 less than or equal α less than 0.95	Very good

Note. From Zikmund, W., Babin, B., & Griffin, M. (2010). *Business Research Methods* (8th Ed.)

Chapter 4

Research Results

In this chapter, I will examine the responses to the survey that was designed in the previous section. The survey was conducted online through Microsoft Form, and 268 responses were received. The data was then analyzed using Excel, SPSS, and Hayes Process Micro. In this chapter, the study's results will be discussed.

4.1 Descriptive Analysis

Section A (General Information) of the questionnaire collects information on the respondents' demographic characteristics, and this data is being analyzed using descriptive statistics. Consider factors like gender, age, race, location, education level, employment status, individual income level, household income level and live streaming shopping purchase frequency times per month. The information is analyzed to draw conclusions.

4.1.1 General information

268 respondents have qualified for this research, these respondents are those who answers yes to the screening question 'have you watch live streaming before'. In order to collect data from a representative sample of the Malaysian population,

questionnaires were sent out thru different channels, for examples Facebook streaming groups, Discord, WhatsApp group & Wechat group.

Table 4.1: Summary of Respondents

Demographic variables	Frequency	Percentage
Gender		
Male	125	46.6%
Female	143	53.4%
Age		
20 years old & below	37	13.8%
21-30 years old	148	55.2%
31-40 years old	70	26.1%
41-50 years old	13	4.9%
Race		
Malay	59	22.0%
Chinese	182	67.9%
Indian	27	10.1%
Location		
Northern (Kedah, Penang, Perak)	72	26.9%
Central (Selangor, Kuala Lumpur)	89	33.2%
Southern (Negeri Sembilan, Melaka, Johor)	48	17.9%
Eastern (Pahang, Terengganu, Kelantan)	46	17.2%
Sabah or Sarawak	13	4.8%
Education Level		
Secondary school or below	110	41.0%
Diploma	32	11.9%
Bachelor	94	35.1%
Master	32	11.9%
Employment Status		
Student	11	4.1%
Unemployed	19	7.1%
Employed	192	71.6%
Self-employed	46	17.2%
Individual Income Level		
Less than RM 3,001	80	29.9%
RM 3,001 – RM 6,000	113	42.2%
RM 6,001 – RM 9,000	38	14.2%
RM 9,001 – RM 12,000	29	10.7%
RM12,001 and above	8	3.0%
Household Income Level		
Less than RM 3,001	75	28.0%
RM 3,001 – RM 6,000	118	44.0%
RM 6,001 – RM 9,000	19	7.1%

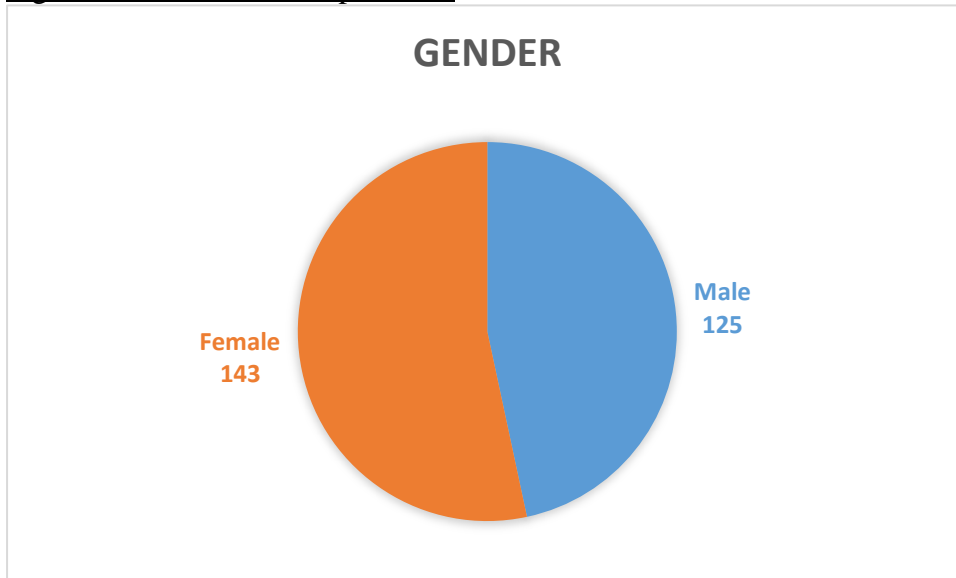
RM 9,001 – RM 12,000	21	7.8%
RM12,001 and above	35	13.1%
Live Streaming Purchase		
None	80	29.9%
1-3 times	185	69.0%
4-6 times	3	1.1%

Source: Self-Develop

4.1.1.1 Gender

Demographic results by gender of respondents who took part in this study are shown in Table 4.1 and Figure 4.1. There were 143 female respondents and 137 male respondents. Female respondents make up 53.4% of the population while males account for 46.6%.

Figure 4.1: Gender of Respondents

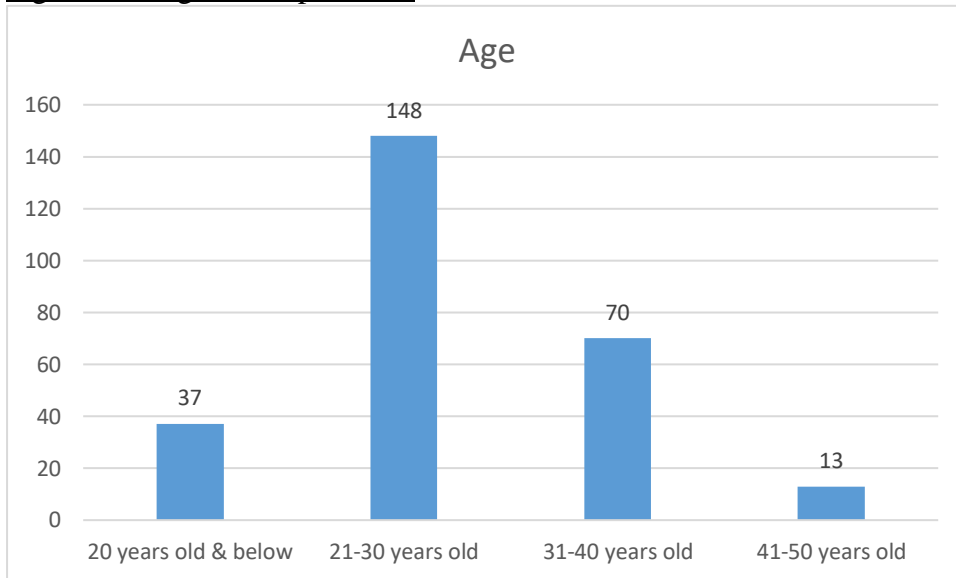


Source: Self-Develop

4.1.1.2 Age

The ages of respondents were tabulated in Table 4.1 and plotted out in Figure 4.2. According to the data, 148 respondents (55.2%) are between the ages of 21-30, 70 respondents (26.1%) are between the ages of 31-40, 37 respondents (13.8%) are 20 years or below, and 13 respondents (4.9%) are between the ages of 41-50.

Figure 4.2: Age of Respondents

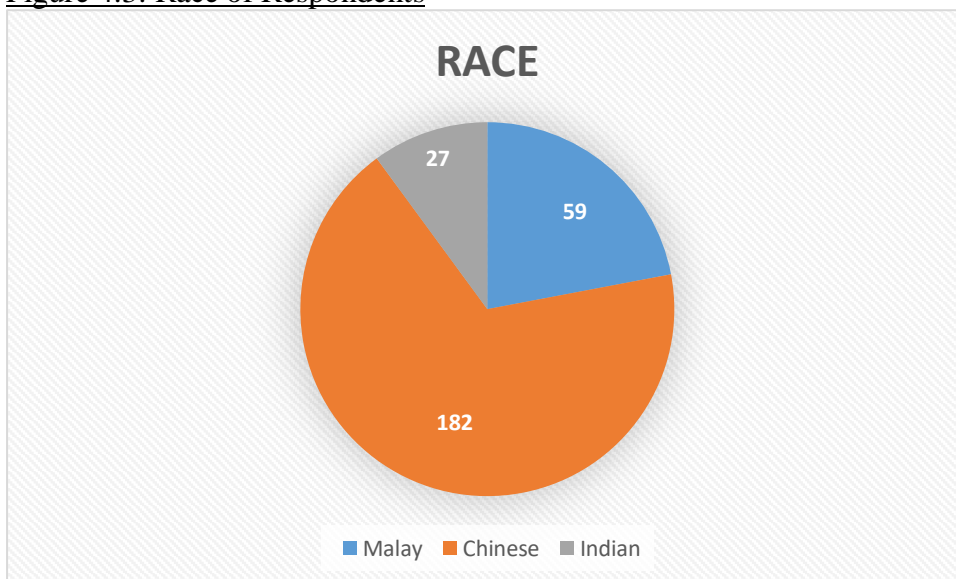


Source: Self-Develop

4.1.1.3 Race

Based on the data shown in Table 4.1 and Figure 4.3, it seems that 182 respondents (67.9%) of the respondents are of Chinese. This constitutes well over half of all questionnaire-takers. The next largest groups are those who identify as Malay 59 respondents(22.0%) and Indian 27 respondents (10.1%).

Figure 4.3: Race of Respondents

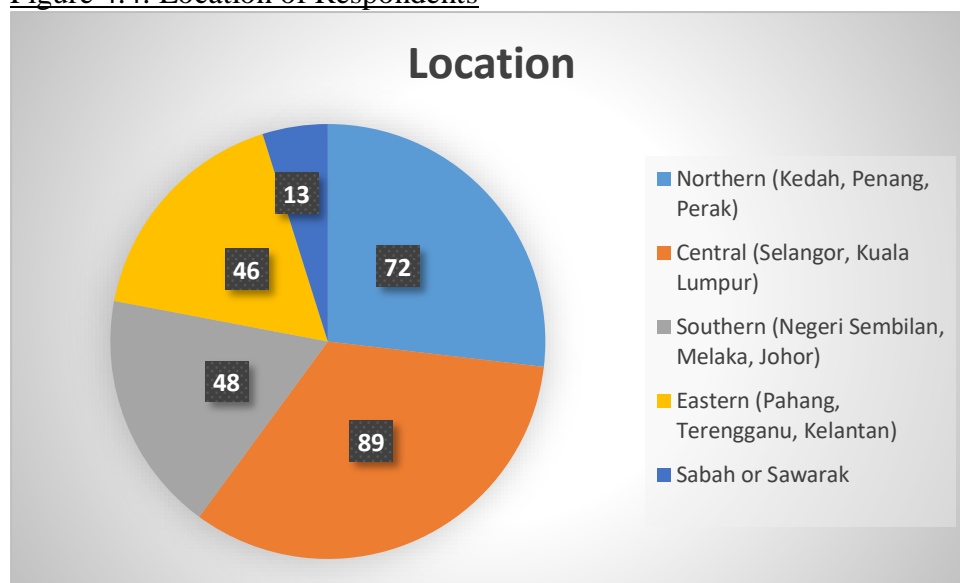


Source: Self-Develop

4.1.1.4 Location

Based on the data shown in Table 4.1 and Figure 4.4, it seems that the origin location of respondents look fairly distributed. The main reason it happened is because the way of gather the respondents are distribute thru different type of group. Northern 72 respondents (26.9%), Central 89 respondents (33.2%), Southern 48 respondents (17.9%), Eastern 46 respondents (17.2%) and East Malaysia which are Sabah and Sarawak consist of 13 respondents (4.8%)

Figure 4.4: Location of Respondents

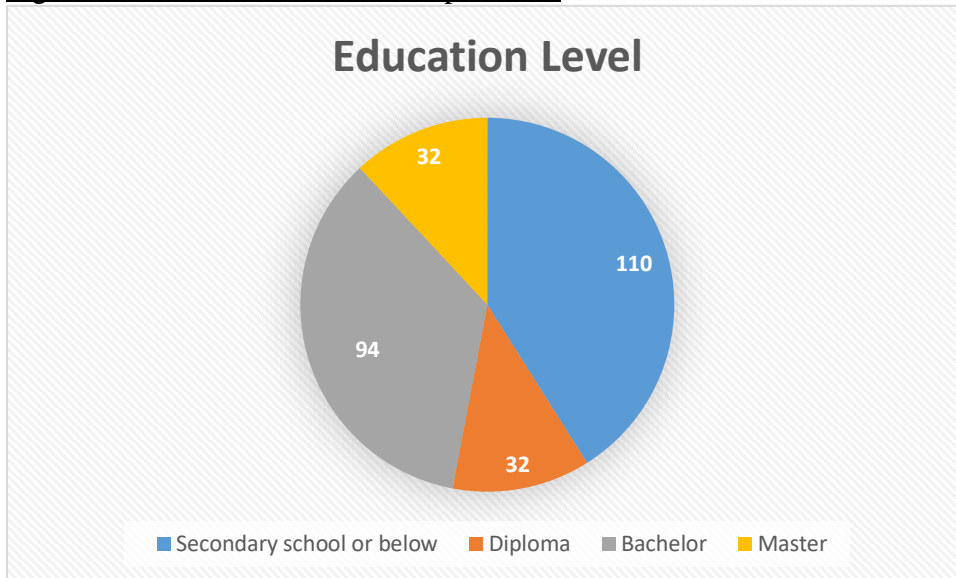


Source: Self-Develop

4.1.1.5 Education level

Respondents education level was shown in Table 4.1 and Figure 4.5. The findings indicate that within the respondents, 94 respondents (35.1%) have at least a Bachelor's degree. With 32 respondents or 11.9% holding a certificate or diploma. The percentage of master students is 11.9%, with 32 respondents. There were 110 people out of 268 respondents (41.0%) with no schooling beyond secondary school which occupy the highest percentage among all of these respondents.

Figure 4.5: Education level of Respondents

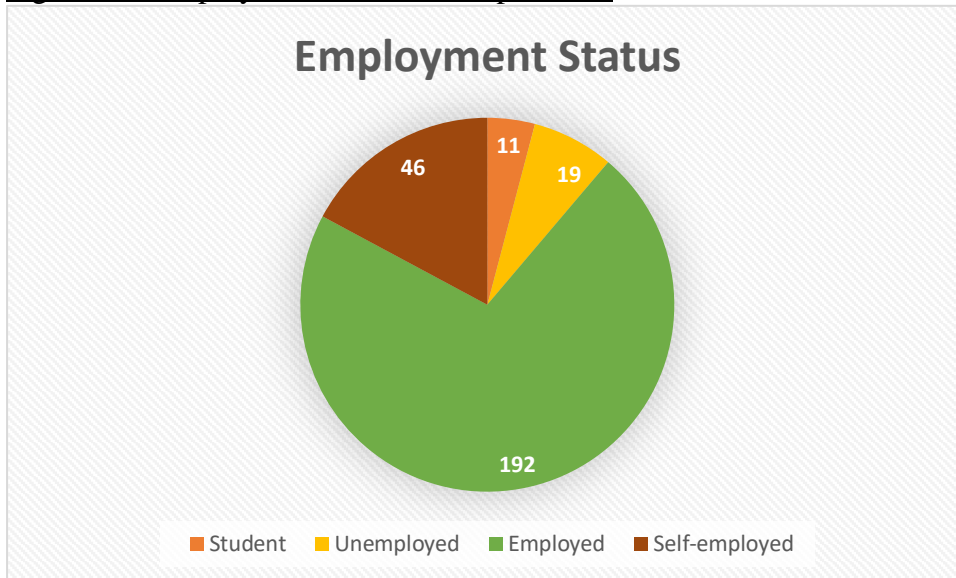


Source: Self-Develop

4.1.1.6 Employment Status

The outcomes of the respondent's employment were shown in Table 4.1 and Figure 4.6 respectively. 192 out of 268 respondents (71.6%) are employed, making employment status the most common one among the respondents. Self-employment comes in at number two, with 46 respondents, or 17.2% of the total. The third category of employment status is being unemployed, which affects 19 respondents (7.1%). There are a total of 11 respondents, or 4.1%, who identify as being in the Student category.

Figure 4.6: Employment Status of Respondents

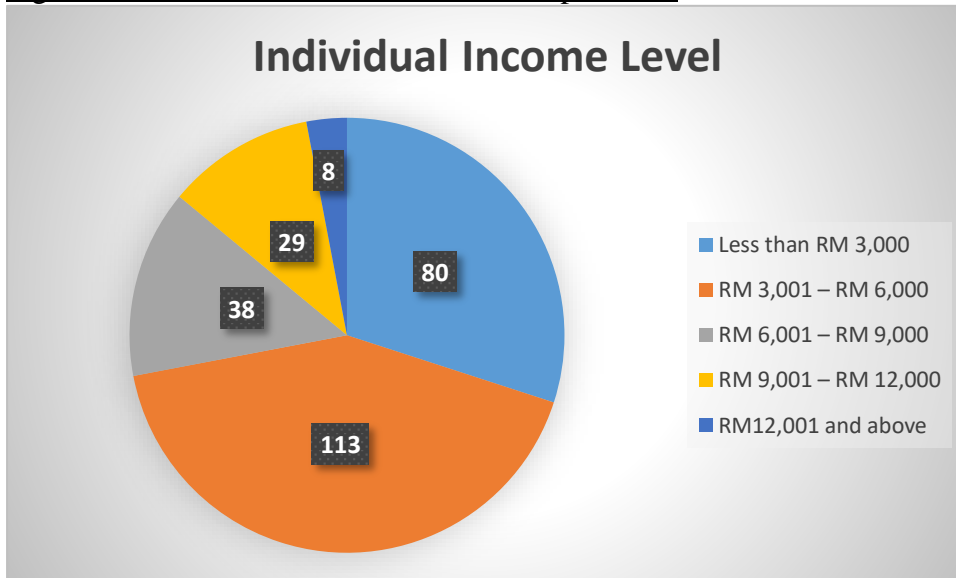


Source: Self-Develop

4.1.1.7 Individual Income Level

The following Table 4.1 and Figure 4.7. provides information on the number of people from various income brackets who were included in the research. The data shows that the proportion of respondents whose individual income between RM 3,001 to RM 6,000 was the highest which is 113 respondents (42.2%), after the percentage of respondents whose monthly income was less than RM 3,001 which is 80 respondents (29.9%). While 38 respondents (14.2%) had an annual income of RM6001 to RM9,000, and 29 respondents (10.7%) of the respondents having individual income between RM9,001 to RM12,000. Only 8 respondents (3.0%) of people had an individual income of more than RM12,001. The findings are visually shown in the form of a pie chart.

Figure 4.7: Individual Income Level of Respondents

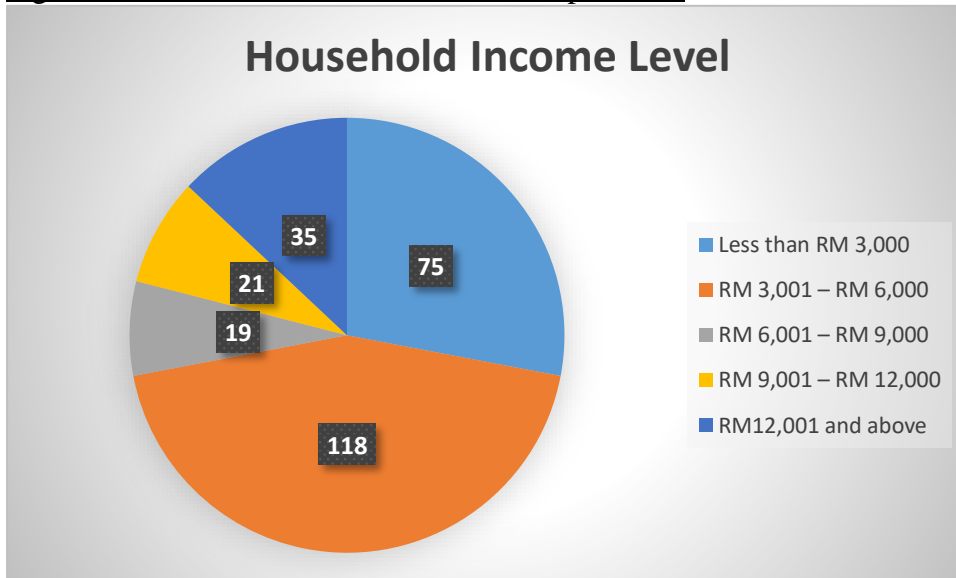


Source: Self-Develop

4.1.1.8 Household Income Level

The following Table 4.1 and Figure 4.8. provides information on the number of respondents from various income brackets who were included in the research. The data shows that the proportion of people whose household income between RM 3,001 to RM 6,000 was the still the highest which is 118 respondents (44.0%), after the percentage of respondents whose monthly income was less than RM 3,001 which is 75 respondents (28.0%). While 19 respondents (7.1%) had a household income of RM6001 to RM9,000, and 21 respondents (7.8%) of the respondents having household income between RM9,001 to RM12,000. But compare to individual income 8 respondents (3%), 35 respondents (13.1%) of people had an household income of more than RM12,001 now.

Figure 4.8: Household Income Level of Respondents

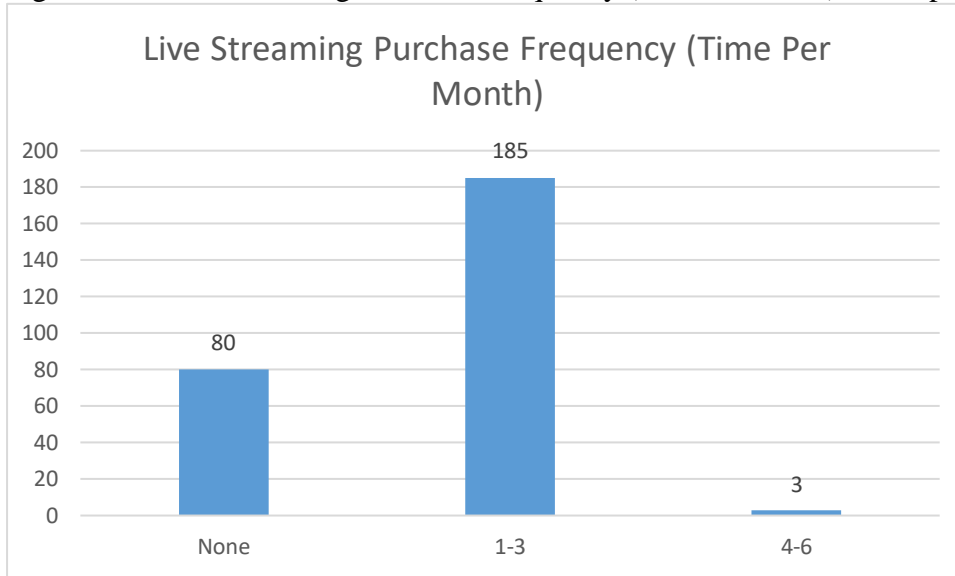


Source: Self-Develop

4.1.1.9 Live Streaming Shopping Purchase Frequency (Times Per Month)

Based on the analysis as illustrated on Table 4.1 and Figure 4.9, total of 185 respondents (69.0%) spent on 1-3 times per month for live streaming purchase. This is followed by 80 respondents (29.9%) who don't spend on live streaming purchase. Furthermore, 3 respondents (1.1%) have spent 4-6 times per month on live streaming purchase. Although 30% of the respondents do not spend on live streaming purchases, but these respondents are still watching live streaming. This indicates that there are potential which they might go for live streaming purchase. Besides, this research is mainly focus on how social capital of live streamers create impact on viewers purchase intention. Although the viewers have no live streaming purchase experience before, but they might have the intention instead.

Figure 4.9: Live Streaming Purchase Frequency (Times / Month) of Respondents



Source: Self-Develop

4.2 Inferential Analysis

4.2.1 Reliability Test

The results of the analysis of the internal reliability using the Cronbach Alpha method are shown in Table 4.2 below. It was found that the reliability of a 4 item scale for purchase intention $\alpha = 0.876$, which includes that it was high reliability. In addition to this, both social interaction and popularity recorded as $\alpha = 0.814$ and $\alpha = 0.755$, which is deemed to be within an acceptable range respectively. The reliability of a 3 item scale that was used to measure share language and reciprocity was evaluated, and the findings indicated that it was satisfactory, with $\alpha = 0.858$ and $\alpha = 0.715$, respectively. Aside from that, the professionalism, trust, and online participation were found to be at $\alpha = 0.826$, $\alpha = 0.853$, and $\alpha = 0.775$ respectively.

Table 4.2: Reliability Test

Variables	Cronbach's α	Number of items
Purchase Intention (PI)	0.876	4
Social Interaction (SI)	0.814	4

Popularity (POP)	0.755	4
Share Language (SL)	0.858	3
Professionalism (PRO)	0.826	4
Trust (TRU)	0.853	4
Reciprocity (REC)	0.715	3
Online Involvement (OI)	0.775	4

Source: Self-Develop

4.2.2 Pearson's Correlation Analysis

Table 4.3 presented summary of the correlation matrix for the 8 examined variables namely PI, SI, POP, SI, PRO, TRU, REC and OI. PRO is found to have correlation with PI ($r=0.266$), POP ($r=0.177$) and SL ($r=0.180$). Next, TRU is having correlation with PRO ($r=0.161$). REC having most variables correlation which PI ($r=-0.231$), SI ($r=0.259$) and TRU (0.173). Lastly, OI are found to correlated with TRU ($r=0.295$) and REC ($r=0.236$). All correlations are significant at 0.01 level.

Table 4.3: Pearson's Correlation Analysis

	PI	SI	POP	SL	PRO	TRU	REC	OI
PI	1							
SI	.054	1						
POP	.085	-.029	1					
SL	-.080	.116	.044	1				
PRO	.266**	.113	.177**	.180**	1			
TRU	.139	.148	.154	.123	.161**	1		
REC	-.231**	.259**	.074	-.043	-.062	.173**	1	
OI	.111	.087	.072	.041	-.097	.295**	.236**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Referring to Coefficient Table 4.4, all four out of six independent variables were statistically significant, with shared language ($\beta = -0.157$, $P < 0.05$), professionalism ($\beta = 0.188$, $P < 0.001$), trust ($\beta = 0.121$, $P < 0.05$) and reciprocity ($\beta = -0.334$, $P < 0.001$).

Table 4.4: Coefficient

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.724	.419		8.889	<.001
	SI	.067	.041	.099	1.654	.099
	POP	.060	.067	.052	.892	.373
	SL	-.157	.055	-.167	-2.872	.004
	PRO	.188	.048	.235	3.959	<.001
	TRU	.121	.048	.147	2.489	.013
	REC	-.334	.072	-.278	-4.656	<.001

a. Dependent Variable: PI

Source: Self-Develop

4.2.3 Relationship between Variables

It was analyzed using the procedure of PROCESS Macro model 1 for SPSS proposed by Haye (2013), and all independent variables are perform analysis individually because PROCESS Macro model 1 unable to combine all the individual variables and perform the analysis in once. Hence, to do so, we could determine whether or not online involvement had a moderating effect on the relationship between all of the independent variables and the viewers purchase intention. Verification was performed using Bootstrap, the confidence interval was set at 95%, and there were 5000 samples taken.

4.2.3.1 Moderating Effect of ONL Towards SI & PI

As shown in Table 4.5, social interaction does not have significant effect on viewers purchase intention ($\beta = 0.0394$, $p > 0.05$). But, the interaction term between social interaction and online involvement has a positive significant effect on viewers purchase intention ($\beta = 0.0394$, $p < 0.001$). It can be seen that online

involvement moderated the relationship between social interaction and viewers purchase intention.

Table 4.5: Moderating Effect of OI Towards SI & PI

Model	DV: Viewers Purchase Intention					
	β	S.E.	p	F	R ²	ΔR^2
SI	0.0394	0.0392	0.3166			
OI	0.1971	0.0675	0.0038*	12.9106**	0.3577	0.1135
SI x OI	0.3334	0.0569	0.0000**			

*.p < 0.05

** .p < 0.001

Researchers should not talk about primary effects or the impacts of these factors while adjusting for the interaction, as suggested by Hayes (2017). It is more accurate to conceive of the conditional effect as being similar to a simple effect or as a simple slope, as the slopes indicate the influence of X (or W) on Y, conditional on the other variable being 0. As such, interpreting the effects of social interaction and online involvement as: a) the effect of social interaction and viewers purchase intention was insignificant ($\beta = 0.0394$, S.E. = 0.0392, $p = 0.3166$), conditional on online involvement = 0; b) the conditional effect of online involvement was positive and significant ($\beta = 0.1971$, S.E. = 0.0675, $p < 0.05$) conditional on social interaction = 0. Since the interaction term in this was insignificant, it was unable to explain the nature of the moderated association between social interaction and viewers purchase intentions by probing the interaction. Thus, H1 and H7 not supported.

4.2.3.2 Moderating Effect of OI Towards POP & PI

As shown in Table 4.6, popularity was found do not have significant effect on viewers purchase intention ($\beta = 0.0857$, $p > 0.05$). The interaction term between popularity and online involvement also found insignificant effect on viewers purchase intention ($\beta = 0.6664$, $p > 0.05$). It can be seen that online involvement do not moderates the relationship between popularity and viewers purchase intention.

Table 4.6: Moderating Effect of ONL Towards POP & PI

Model	DV: Viewers Purchase Intention					
	β	S.E.	p	F	R ²	ΔR^2
POP	0.0857	0.0711	0.2294			
OI	0.1219	0.0702	0.0835	1.8443	0.0205	0.0021
POP x OI	0.6664	0.0875	0.4486			

*.p < 0.05

**.p < 0.001

As such, interpreting the effects of popularity and online involvement as: a) the effect of popularity and viewers purchase intention is insignificant ($\beta = 0.0857$, S.E.= 0.0711, $p = 0.2294$), conditional on online involvement= 0; b) the conditional effect of online involvement was insignificant ($\beta = 0.1219$, S.E.= 0.0702, $p = 0.0835$) conditional on social interaction=0. Since the interaction term in this is insignificant, it was unable to explain the nature of the moderated association between popularity and viewers purchase intentions by probing the interaction. Thus, H2 and H8 is not supported.

4.2.3.3 Moderating Effect of ONL Towards SL & PI

As shown in Table 4.7, share language does not have significant effect on viewers purchase intention ($\beta = -0.1004$, $p > 0.05$). The interaction term between share language and online involvement also found insignificant effect on viewers purchase intention ($\beta = -0.0935$, $p > 0.05$). It can be seen that online involvement do not moderates the relationship between share language and viewers purchase intention.

Table 4.7: Moderating Effect of ONL Towards SHA & PI

Model	DV: Viewers Purchase Intention					
	β	S.E.	p	F	R ²	ΔR^2
SL	-0.1004	0.0608	0.0997			
ONL	0.1548	0.0735	0.0361*	2.1098	0.0235	0.0038
SL x OI	-0.0935	0.0925	0.3132			

*.p < 0.05

**.p < 0.001

As such, we can interpret the effects of share language and online involvement as: a) the effect of share language and viewers purchase intention is insignificant ($\beta = -0.1004$, S.E. = 0.0608, $p = 0.0997$), conditional on online involvement = 0; b) the conditional effect of online involvement is significant ($\beta = 0.1548$, S.E. = 0.0735, $p = 0.0361$) conditional on social interaction = 0. Since the interaction term in this is insignificant, it was unable to explain the nature of the moderated association between share language and viewers purchase intentions by probing the interaction. Thus, H3 and H9 not supported.

4.2.3.4 Moderating Effect of OI Towards PRO & PI

As shown in Table 4.8, professionalism was found to have significant effect on viewers purchase intention ($\beta = 0.2546$, $p < 0.001$). The interaction term between professionalism and online involvement also found significant effect on viewers purchase intention ($\beta = 0.3380$, $p < 0.001$). It can be seen that online involvement moderated the relationship between professionalism and viewers purchase intention.

Table 4.8: Moderating Effect of OI Towards PRO & PI

Model	DV: Viewers Purchase Intention					
	β	SE	p	F	R ²	ΔR^2
PRO	0.2546	0.0453	0.0000**			
OI	0.1982	0.0647	0.0024*	19.3664**	0.1804	0.0906
PRO x OI	0.3380	0.0626	0.0000**			

*.p < 0.05

** .p < 0.001

As such, interpreting the effects of professionalism and online involvement as: a) the effect of professionalism and viewers purchase intention is significant ($\beta = 0.2546$, S.E. = 0.0453, $p < 0.001$), conditional on online involvement = 0; b) the conditional effect of online involvement is significant ($\beta = 0.1982$, S.E. = 0.0647, $p < 0.05$) conditional on social interaction = 0. Since the interaction term in this is significant, it was able to explain the nature of the moderated association between professionalism and viewers purchase intentions by probing the interaction. Examining the correlation between professionalism and viewers purchase

intention across three tiers of online involvement, these tests use the simple slopes. Thus, H4 and H10 supported.

Refer to Table 4.9, at -1 sd (0.7205) on the centered online involvement (representing low online involvement), the relationship between professionalism and viewers purchase intention was positive and significant ($\beta= 0.4982$, S.E. =0.4982, $p < 0.001$). Similarly, at the mean (0) on the centered online involvement (representing medium online involvement), the relationship was positive and significant ($\beta= 0.2546$, S.E.= 0.0453, $p < 0.001$). Finally, at +1sd (-0.7205) on the centered online involvement (represent high online involvement), the relationship was positive but insignificant ($\beta= 0.0111$, S.E.= 0.0598, $p= 0.8532$).

Table 4.9: Conditional Effects of Professionalism At Values of Online Involvement

OI	Effect	SE	p	LLCI	ULCI
+1 sd -0.7205	0.0111	0.0598	0.8532	-0.1066	0.1288
0	0.2546	0.0453	0.0000**	0.1655	0.3437
-1 sd 0.7205	0.4982	0.4982	0.0000**	0.3648	0.6316

*.p < 0.05

** .p < 0.001

We see from the Johnson-Neyman output that the slope between professionalism and viewers purchase intention becomes increasingly positive over levels of the online involvement.

In particular, Johnson-Neyman analysis was used to determine the area of significance for the professionalism related conditional impact. Table 4.10 shows that the Johnson-Neyman significance area was defined by a moderator value of -0.3147, which means that the conditional impact of professionalism was significant when the level of online participation was less than -0.3147.

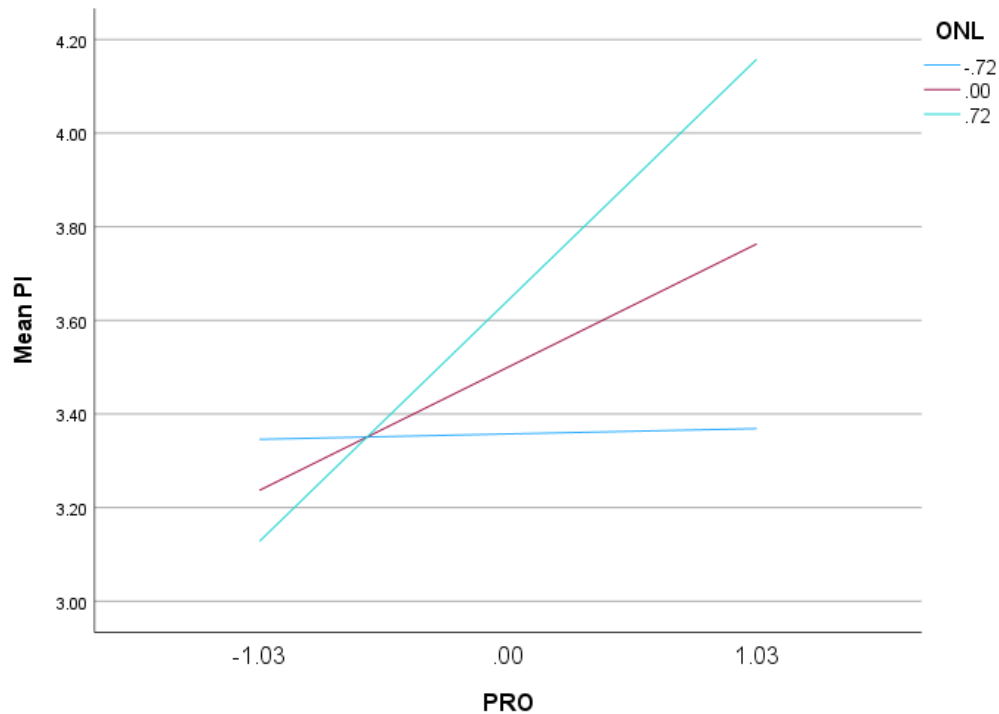
Table 4.10: Online involvement value defining Johnson-Neyman significance region

OI	Effect	se	t	p	LLCI	ULCI
-1.1437	-.3420	.0747	-4.5807	.0000**	-.4890	-.1950
-1.0252	-.3025	.0690	-4.3830	.0000**	-.4384	-.1666
-.9068	-.2630	.0636	-4.1363	.0000**	-.3882	-.1378
-.7884	-.2235	.0584	-3.8256	.0002*	-.3386	-.1085
-.6700	-.1840	.0536	-3.4320	.0007*	-.2896	-.0785
-.5516	-.1446	.0493	-2.9337	.0036*	-.2416	-.0475
-.4331	-.1051	.0455	-2.3088	.0217*	-.1947	-.0155
-.3778	-.0866	.0440	-1.9690	.0500*	-.1732	.0000
-.3147	-.0656	.0425	-1.5438	.1238	-.1492	.0181
-.1963	-.0261	.0404	-.6466	.5185	-.1056	.0534
-.0779	.0134	.0393	.3407	.7336	-.0640	.0908
.0406	.0529	.0394	1.3428	.1805	-.0247	.1304
.1185	.0789	.0400	1.9690	.0500	.0000	.1577
.1590	.0924	.0406	2.2757	.0237	.0124	.1723
.2774	.1319	.0428	3.0782	.0023	.0475	.2162
.3958	.1713	.0460	3.7275	.0002	.0808	.2618
.5142	.2108	.0498	4.2319	.0000	.1127	.3089
.6327	.2503	.0542	4.6152	.0000	.1435	.3571
.7511	.2898	.0591	4.9041	.0000	.1734	.4062
.8695	.3293	.0643	5.1219	.0000	.2027	.4559
.9879	.3688	.0698	5.2870	.0000	.2314	.5061
1.1063	.4083	.0754	5.4133	.0000	.2598	.5568

* p < 0.05, ** p < 0.001; LLCI = The lower bound within the 95% confidence interval; ULCI = The upper bound within the 95% confidence interval.

At last, Figure 4.10 displays the outcome of visualizing the impact of professionalism on viewers' purchase intention in relation to their level of online involvement. Viewer purchase intention increases with increasing degrees of professionalism across all three tiers. However, it was shown that the slope of the rise in viewers' purchase intention as professionalism rose was steeper the greater the level of online involvement. What this means is that a high amount of online involvement is associated with a higher likelihood of a viewers purchase intention, even if the level of professionalism is held constant. Thus, H10 supported.

Figure 4.10: Moderating effect of Online Involvement on the relationship between professionalism and viewers purchase intention



Source: Self-Develop

4.2.3.5 Moderating Effect of OI Towards TRU & PI

As shown in Table 4.11, trust has significant effect on viewers purchase intention ($\beta = 0.1051$, $p < 0.05$). But, the interaction term between trust and online involvement found insignificant effect on viewers purchase intention ($\beta = -0.0738$, $p > 0.05$). It can be seen that online involvement does not moderates the relationship between trust and viewers purchase intention. Thus, H5 supported.

Table 4.11: Moderating Effect of OI Towards TRU & PI

Model	DV: Viewers Purchase Intention					
	β	S.E.	p	F	R2	$\Delta R2$
TRU	0.1051	0.0530	0.0486*			
OI	0.0954	0.0733	0.1940	2.5760	0.0284	0.0037
TRU x OI	-0.0738	0.0732	0.3144			

*.p < 0.05

**p < 0.001

As such, interpreting the effects of trust and online involvement as: a) the effect of trust and viewers purchase intention is significant ($\beta= 0.1051$, S.E. =0.0530, $p < 0.05$), conditional on online involvement= 0; b) the conditional effect of online involvement is insignificant ($\beta= 0.0954$, S.E.= 0.0733, $p= 0.1940$) conditional on social interaction=0. Since the interaction term in this is insignificant, it was able to explain the nature of the moderated association between trust and viewers purchase intentions by probing the interaction. Thus, H11 not supported.

4.2.3.6 Moderating Effect of ONL Towards REC & PI

As shown in Table 4.12, reciprocity has significant effect on viewers purchase intention ($\beta= -0.3106$, $p < 0.001$). The interaction term between reciprocity and online involvement also found significant effect on viewers purchase intention (-0.4524, $p < 0.001$). It can be seen that online involvement moderated the relationship between reciprocity and viewers purchase intention. Thus, H6 supported.

Table 4.12: Moderating Effect of OI Towards REC & PI

Model	DV: Viewers Purchase Intention					
	β	S.E.	p	F	R2	$\Delta R2$
REC	-0.3106	0.0707	0.0000**			
OI	0.2073	0.0676	0.0024*	14.1624**	0.1386	0.0562
REC x OI	-0.4524	0.1090	0.0000**			

*.p < 0.05

** .p < 0.001

As such, interpreting the effects of reciprocity and online involvement as: a) the effect of reciprocity and viewers purchase intention is significant ($\beta= -0.3106$, S.E.= 0.0707, $p < 0.001$), conditional on online involvement= 0; b) the conditional effect of online involvement was significant ($\beta= -0.4524$, S.E.= 0.1090, $p < 0.05$) conditional on social interaction=0. Since the interaction term in this is significant, it was able to explain the nature of the moderated association between reciprocity and viewers purchase intentions by probing the interaction. Examining the correlation between reciprocity and viewers purchase intention across three tiers of online involvement, these tests use the simple slopes. Thus, H12 supported

Refer to Table 4.13, at -1 sd (0.7205) on the centered online involvement (representing low online involvement), the relationship between reciprocity and viewers purchase intention was positive and significant (b=0.6366, se=0.0127, p<0.001). Similarly, at the mean (0) on the centered online involvement (representing medium online involvement), the relationship was positive and significant (b=-0.3106, se=0.0707, p<0.001). Finally, at +1sd (-0.7205) on the centered online involvement (represent high online involvement), the relationship was positive but insignificant (b=0.0153, se=0.1086, p=0.8877).

Table 4.13: Conditional Effects of Professionalism At Values of Online Involvement

OI	Effect	SE	p	LLCI	ULCI
+1 sd -0.7205	0.0153	0.1086	0.8877	-0.1985	0.2292
0	-0.3106	0.0707	0.0000**	-0.4498	-0.1714
-1 sd 0.7205	0.6366	0.1027	0.0000**	-0.8388	-0.4343

*.p < 0.05

** .p < 0.001

Based on Johnson-Neyman output that the slope between reciprocity and viewers purchase intention becomes increasingly positive over levels of the online involvement.

In particular, Johnson-Neyman analysis was used to pinpoint where the conditional impact of reciprocity really matters. Specifically, Table 4.14 shows that the Johnson-Neyman significance zone was defined by a moderator value of -0.3562, which means that the conditional impact of reciprocity was significant only when the level of online participation was greater than -0.3562.

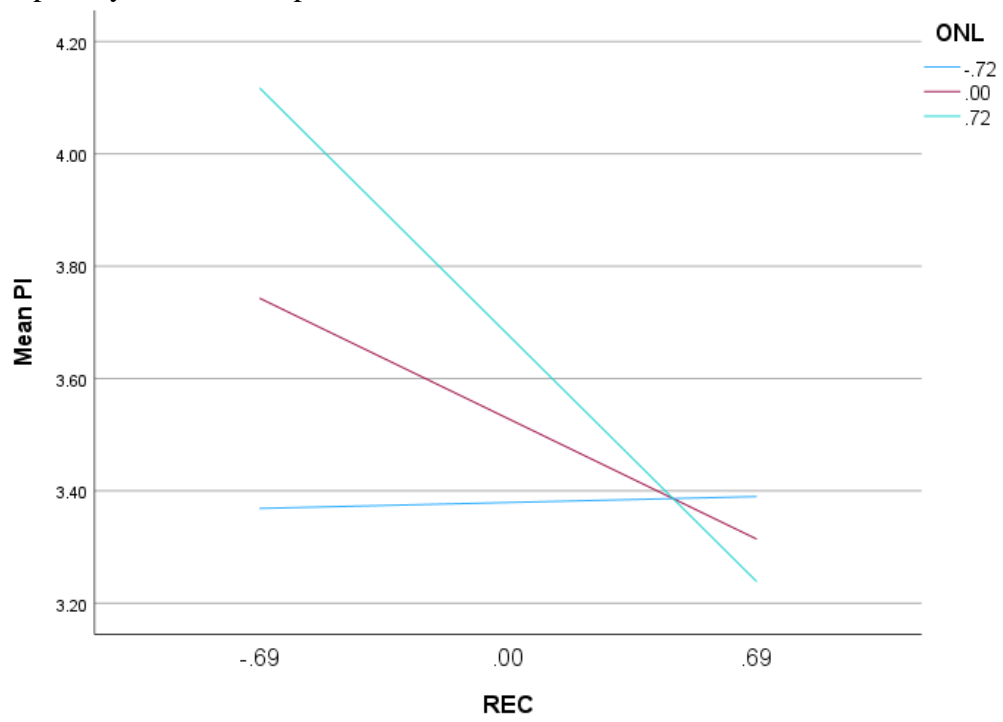
Table 4.14: Online involvement value defining Johnson-Neyman significance region

Conditional effect of focal predictor at values of the moderator:						
ONL	Effect	se	t	p	LLCI	ULCI
-1.1437	.2068	.1468	1.4091	.1600	-.0822	.4958
-1.0312	.1559	.1361	1.1453	.2531	-.1121	.4239
-.9187	.1050	.1258	.8347	.4046	-.1427	.3527
-.8062	.0541	.1159	.4670	.6409	-.1740	.2822
-.6937	.0032	.1064	.0302	.9759	-.2063	.2127
-.5812	-.0477	.0976	-.4888	.6254	-.2398	.1444
-.4687	-.0986	.0895	-1.1011	.2719	-.2749	.0777
-.3562	-.1495	.0826	-1.8106	.0713	-.3120	.0131
-.3329	-.1600	.0813	-1.9690	.0500*	-.3200	.0000
-.2437	-.2004	.0769	-2.6051	.0097*	-.3518	-.0489
-.1312	-.2513	.0729	-3.4457	.0007*	-.3949	-.1077
-.0187	-.3022	.0709	-4.2648	.0000**	-.4417	-.1627
.0938	-.3531	.0709	-4.9815	.0000**	-.4926	-.2135
.2063	-.4040	.0730	-5.5345	.0000**	-.5477	-.2602
.3188	-.4549	.0770	-5.9055	.0000**	-.6065	-.3032
.4313	-.5058	.0827	-6.1159	.0000**	-.6686	-.3429
.5438	-.5566	.0897	-6.2060	.0000**	-.7333	-.3800
.6563	-.6075	.0977	-6.2160	.0000**	-.8000	-.4151
.7688	-.6584	.1066	-6.1773	.0000**	-.8683	-.4486
.8813	-.7093	.1161	-6.1115	.0000**	-.9379	-.4808
.9938	-.7602	.1260	-6.0325	.0000**	-1.0084	-.5121

* p < 0.05, ** p < 0.001; LLCI = The lower bound within the 95% confidence interval; ULCI = The upper bound within the 95% confidence interval.

At last, Figure 4.11 displays the outcome of visualizing the impact of reciprocity on viewers' purchase intention in relation to their level of online involvement. Viewer purchase intention increases with increasing degrees of reciprocity across all three tiers. However, it was shown that the slope of the rise in viewers' purchase intention as reciprocity rose was steeper the greater the level of online involvement. What this means is that a high amount of online involvement is associated with a higher likelihood of a viewers purchase intention, even if the level of reciprocity is held constant. Thus, H12 supported

Figure 4.11: Moderating effect of Online Involvement on the relationship between reciprocity and viewers purchase intention



Source: Self-Develop

4.3 Hypotheses Testing

Table 4.15: Test of Significant

Hypothesis	Supported/Not supported
H1: <i>Live streamer's social interaction has a positive direct impact on viewers purchase intention</i>	Not Supported
H2: <i>Live streamer's popularity has a positive direct impact on viewers purchase intention</i>	Not Supported
H3: <i>Live streamer's shared language has a positive direct impact on viewers purchase intention</i>	Not Supported
H4: <i>Live streamer's professionalism has a positive direct impact on viewers purchase intention</i>	Supported
H5: <i>Live streamer's trust has a positive direct impact on viewers purchase intention</i>	Supported
H6: <i>Live streamer's reciprocity has a positive direct impact on viewers purchase intention</i>	Supported
H7: <i>Moderated mediating role of online involvement on social interaction to viewers purchase intention.</i>	Not Supported
H8: <i>Moderated mediating role of online involvement on popularity to viewers purchase intention.</i>	Not Supported
H9: <i>Moderated mediating role of online involvement on share language to viewers purchase intention.</i>	Not Supported
H10: <i>Moderated mediating role of online involvement on professionalism to viewers purchase intention.</i>	Supported
H11: <i>Moderated mediating role of online involvement on trust to viewers purchase intention.</i>	Not Supported
H12: <i>Moderated mediating role of online involvement on reciprocity to viewers purchase intention.</i>	Supported

Chapter 5

Discussion and Conclusion

In this last chapter, draw conclusions and draw practical implications from the research. This section will discuss the research's conclusion, as well as its summary of statistical analyses, discussion of major findings, challenges encountered during the study, and recommendations for future study.

5.1 Discussion

The social capital theory is a conceptual tool for studying interpersonal and societal networks. The study's overarching goal was to determine whether the streamer, as the virtual network's connector, could identify the most important factor influencing viewers purchase intention by analyzing live streamers social capital. The findings support the theoretical model of social capital and support the hypothetical relationships. Results from H1 and H7 demonstrated that social connection between live streamers and viewers does not improve viewers' desire to make a purchase, and that the moderating influence of online activity on this relationship did not reach statistical significance. The findings didn't line up with what expected to find. In reality, expect the more interaction of live streamer lead to higher viewers purchase intention. Nonetheless, this seems to provide with a breakthrough from a new perspective. The findings showed that viewers did not agree that the live streamer interactivity prompted them to make purchases, conclude that viewers of live streaming corroborated this finding, viewers cared

more about their personal requirements and the streamer's description of products than about the interaction during the live broadcast itself, and hence social interaction not affecting viewer purchase intention and online involvement affect the relationship between social interaction and viewers purchase intention is not valid. The results of H2 and H8 indicated that the streamer's popularity level did not influence the viewers purchase intention while live streaming e-commerce. The findings didn't fit in with our general expectation, we thought that the live streamer popularity has a direct impact on how well their live streams do commercially. But it appears like this gives us a breakthrough from a new angle. The findings showed that viewers did not believe that the popularity of live streamers influenced their purchases, which is consistent with the viewers own perceptions on the matter. Social interaction and popularity representing structure capital both are insignificant.

Next, further discussion on cognitive capital of live streamer. According to research results, shared language and professionalism are partially contributed to this research model, which professionalism is the variable that affect viewer purchase intention positively significant. Besides, the interaction term between professionalism and online involvement also found significant effect on viewers purchase intention. It can be seen that online involvement moderated the relationship between professionalism and viewers purchase intention which proven that H4 and H10 is significant. Thus, the results demonstrated that viewers purchase intention was greatly raised due to the live streamers professionalism cognitive capital performance. Live streamers prior work experience in sales is a significant factor in determining whether or not viewers will make a purchase. The capacity to sell products while live streaming is put to the test. The more professional the streamer seems, the more likely it is that the viewers will take notice when the streamer first introduces the product. In order for viewers to have purchase intention, they must believe the live streamer presentation of the product's features and applications as well as the live streamer's justifications for promoting the product. Besides, shared language was found not having significant between viewers purchase intention, the interaction term between share language and online involvement also found insignificant effect on viewers purchase

intention. It can be seen that H3 and H9, which online involvement do not moderates the relationship between share language and viewers purchase intention.

Furthermore, according to relational capital, the results of the research also reveal that trust is an important factor in determining whether or not a view would make a purchase. But based on H5 and H11, our main purpose is to investigate on whether online involvement affect the relationship between trust and viewers purchase intention, even though that trust can be prove significantly affect viewer purchase intention without any moderator. However, ignore about the moderate of online involvement, this finding is consistent with findings from other researches, which trust is significantly affect viewer purchase intention. The setting in which live streaming purchasing occurs is a plausible explanation. Markets for merchants have grown thanks to the proliferation of live streaming platform, giving viewers more options. As the reach of the internet has rapidly increased, so too have the possibilities for live streamers to reach out to viewers all over the world. Because of this growth, international trade is now feasible, bringing with it the inevitable rise in risk from factors like fraud, virus, and technical glitches. In addition, there is no guarantee that live streamers would really provide the purchased item after receiving money. When viewers feel that their needs and concerns are being addressed, they create trust, and are more willing to commit to a long term partnership, but all of these are put aside moderation of online involvement. Lastly, relational capital is partially significant proof by reciprocity under H6 and H12. Reciprocity was found significant effect on viewers purchase intention. The interaction term between reciprocity and online involvement also found significant effect on viewers purchase intention. It can be seen that online involvement moderated the relationship between reciprocity and viewers purchase intention. The results shown that if the live streamer spend more time and effort explain in details for the viewers, they viewer will help live streamer promote their stream.

5.2 Implication

In marketing sense, this study has numerous important implications for those who going to live stream or plan to promote their product thru streamers. Live streaming shopping allows the viewers to expose his or her identify since it takes place in real time. The viewer perceptions and actions might be shaped by the expectations projected by these social capital of live streamers. For this reason, it's important that the product being streamed be placed in such a way that viewers can get a good look at it and understand how it works. In order to live streamers bring professional presentation to the next level, investing in higher-quality equipment that can render such images is crucial. On the other hand, live streamers may show their competence by answering viewers queries in a timely manner and to their satisfaction reflecting to reciprocity.

Compared to just surfing the web, live streaming takes much more time. It also requires more concentration to read the product descriptions than going to a physical shop. With a physical shop, finding a certain product might be as simple as walking to that shelf, but in live streaming, viewers have to wait for it to be highlighted. In order to prevent viewers from becoming bored, it is important for live streamer to encourage viewers participation. Product related fun and games for instances, such adventurous or fantastical product demonstration presentations and rewards may be included into live broadcasts to increase viewership. Marketers who seek for sponsoring a live streamer can look into the strength of live streamers social capital in order for marketer to do better decision who to sponsor in order to promote their products, this is applicable to gaming type live streaming who is not selling product in the first place but still able to promote the products in good result. Viewers are influenced in their sense of professionalism, trust, reciprocity and willingness to make a purchase by the signals sent via live streamer social capital.

5.3 Limitation and Future Research

There are a number of limitations with this research that require improvement. To begin with, this study was a cross-sectional questionnaire survey in which the independent and dependent variables were viewers own subjective ratings. A dynamic interaction between the live streamer social capital and the viewer purchase intentions was hard to study since the research approach was cross-sectional. For this reason, longitudinal data comparisons might serve as a focal point for future studies.

Second, the study was limited in that it relied on viewers own evaluations of the live streamer professionalism, which only reflects the viewers perception of the streamer credibility. Further study is needed to objectively define what constitutes "professionalism" in the context of streaming, since the current method of viewers assessment lacks fair and complete objective indications.

The number of participants in this research was maximized wherever possible. However, expanding the sample size is challenging due to the survey's voluntary nature and the use of snowball sampling to get replies. It would be fascinating to observe whether viewers opinions on live streaming shopping shift once the COVID-19 pandemic enters the recovery phase and more traditional businesses reopen. The chance still exists that respondents may produce a socially preferred answer, even when measures were taken to reduce common method bias. When faced with a question they cannot answer, they may default to a natural explanation. This suggests that future research would benefit from either a longitudinal design or a series of waves of data collecting from viewers of varying ages. Since professionalism and reciprocity are significant to our research, it might be explored in more depth if it were treated as a multidimensional concept. Furthermore, this research only looked at variables that make viewers more likely to make a purchase, which is a significant constraint. It would be interesting to observe whether the same variables of live streamer social capital revealed in this research also show up in other sales models that depend on social network impact. If comparable sales techniques may be explained by the social capital model.

5.4 Conclusion

In 2020, the Covid-19 pandemic causes dramatic shifts in almost all industries, most notably the internet realm. Fewer people visit the business in person because they are urged to shop online instead. As a result, consumers are increasingly turning to the internet to stock up on necessities like food, clothing, and household supplies. Customers are distancing themselves from traditional brick-and-mortar establishments. Live streamers professionalism which a trustworthy image is created for viewers thanks to the social capital of the live streamer, which successfully reduces the information asymmetry produced by viewers online transactions, consequently increasing viewer purchase intention. Why do live streamers expect their viewers to trust them with their money while making purchases via live streaming? According to the study's results, viewers are more likely to make a purchase when the streamer has high professional competence in sales and reciprocity norms throughout the live streaming process. Surprisingly, it does not seem that the live streamer's structure capital (social interaction, popularity) and partial of cognitive capital (share language) increases viewers purchase intention. Although both relational capital in this research are significantly affect viewers purchase intention, but only online involvement affect the relationship between reciprocity and viewers purchase intention. Since live streaming commerce is a trending e-commerce platform given the pandemic, it has a lot of space to grow and develop. More research is needed to determine the best way to convince viewers that live streaming commerce is superior compare to offline purchases.

REFERENCES

- Ang, T., Wei, S., and Anaza, N. A. (2018). Livestreaming vs pre-recorded: How social viewing strategies impact consumers' viewing experiences and behavioral intentions. *Eur. J. Market.* 52, 2075–2104. doi: 10.1108/EJM-09-2017-0576
- Benton, R. A. (2016). Uniters or dividers? Voluntary organizations and social capital acquisition. *Social Networks*, 44, 209-218.
- Bougie, R., & Sekaran, U. (2019). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Bukhari, F.A., Rizwan, M., Liaquat, K., Ashraf R, Ali S.M., Azeem, S.R., & Ali, M.A. (2013). An Investigation of Customers to Explain the Purchase Intentions of Expensive Mobile Phone. *Journal of Basic and Applied Scientific Research*, 3(11), 87-96.
- Burns, A. C., & Bush, R.F. (2006). *Marketing Research (5thed.)*. New Jersey: Prentice Hall
- Celsi, M. W., Money, A. H., Samouel, P., & Page, M. J. (2011). *New York: M. E. Sharpe, Inc.*
- Chang, H. H., & Chuang, S. S. (2011). Social capital and individual motivations on knowledge sharing: Participant involvement as a moderator. *Information & management*, 48(1), 9-18.
- Chanrit A. (2021) "Live-Selling" The brightest business opportunity during Covid-19. Retrieved from <https://shoplus.me/th/blog/future-live-selling/>
- Chen, H., & Beaudoin, C. E. (2016). An empirical study of a social network site: Exploring the effects of social capital and information disclosure. *Telematics and Informatics*, 33(2), 432-435.
- Chen, L. Y. (2019). The effects of livestream shopping on customer satisfaction and continuous purchase intention. *International Journal of Advanced Studies in Computers, Science and Engineering*, 8(4), 1-9.
- Chen, X., Huang, Q., & Davison, R. M. (2017). Economic and social satisfaction of buyers on consumer-to-consumer platforms: The role of relational capital. *International Journal of Electronic Commerce*, 21(2), 219-248.
- Cheng, X., Gu, Y., & Shen, J. (2019). An integrated view of particularized trust in social commerce: An empirical investigation. *International Journal of Information Management*, 45, 1-12.

- Chiu, C. M., Hsu, M. H., & Wang, E. T. (2006). Understanding knowledge sharing in virtual communities: An integration of social capital and social cognitive theories. *Decision support systems*, 42(3), 1872-1888.
- Chua, Y. P. (2012). *Mastering Research Methods*. Shah Alam: McGraw-Hill (Malaysia) Sdn. Bhd.
- Ethan, M (2022). Streamlabs and Stream Hatchet Q1 2022 Live Streaming Industry Report. Retrived from <https://streamlabs.com/content-hub/post/streamlabs-and-stream-hatchet-q1-2022-live-streaming-industry-report>
- Ganguly, A., Talukdar, A., & Chatterjee, D. (2019). Evaluating the role of social capital, tacit knowledge sharing, knowledge quality and reciprocity in determining innovation capability of an organization. *Journal of knowledge management*.
- Grzegorzcyk, M. (2019). The role of culture-moderated social capital in technology transfer – insights from Asia and America. *Technological Forecasting and Social Change*, 143, 132-141.
- Hajli, N., Sims, J., Zadeh, A. H., & Richard, M. O. (2017). A social commerce investigation of the role of trust in a social networking site on purchase intentions. *Journal of Business Research*, 71, 133-141.
- Hayes, A. F. (2017). Introduction to mediation, moderation, and conditional process analysis: *A regression-based approach*. Guilford publications.
- Hornig, S. M., & Wu, C. L. (2020). How behaviors on social network sites and online social capital influence social commerce intentions. *Information & Management*, 57(2), 103176.
- Jayesh, D., Dharmesh, D. G., Yupal, S. S. (2016) Consumers' responses to cause related marketing: moderating influence of cause involvement and skepticism on attitude and purchase intention. *International Review on Public and Nonprofit Marketing*, 14(1), 1-18.
- Lee, J. S., Tsang, N., & Pan, S. (2015). Examining the differential effects of social and economic rewards in a hotel loyalty program. *International Journal of Hospitality Management*, 49, 17-27.
- Lewicki, R. J., and Bunker, B. B. (1996). Developing and Maintaining Trust in Work Relationships, and in Trust in Organizations. *London: Sage Publications*.
- Li, G., Yang, X., Xu, W., & Zhu, Y. (2017). Social embeddedness and customer-generated content: The moderation effect of employee participation. *Journal of Electronic Commerce Research*, 18(3), 245.

- Lin, Y., Yao, D., and Chen, X. (2021). Happiness begets money: emotion and engagement in live streaming. *J. Market. Res.* 58, 417–438.
- Malhotra, N. K. (2009). *Basic Marketing Research: A Decision Making Approach*(3rd ed.). *New Jersey: Pearson Education, Inc.*
- Marwell, G., and Oliver, P. (1988). Social networks and collective action: a theory of the critical mass III. *Amer. J. Sociol.* 3, 502–534.
- Mastercard. (2020) Mastercard Study Shows Consumers Globally Make the Move to Contactless Payments for Everyday Purchases, Seeking Touch-Free Payment Experiences. Retrieved from <https://www.mastercard.com/news/press/press-releases/2020/april/mastercard-study-shows-consumers-globally-make-the-move-to-contactless-payments-for-everyday-purchases-seeking-touch-free-payment-experiences/>
- Morwitz, V. (2014). Consumers’ Purchase Intentions and their Behavior. *Foundations and Trends in Marketing*, 7(3), 181-230. 10.1561/17000000036
- Myeong, S., & Seo, H. (2016). Which type of social capital matters for building trust in government? Looking for a new type of social capital in the governance era. *Sustainability*, 8(4), 322.
- Nahapiet, J., & Ghoshal, S. (1998). Social capital, intellectual capital, and the organizational advantage. *Academy of management review*, 23(2), 242-266.
- Park, S. Y., & Yang, Y. (2010). The effect of celebrity conformity on the purchase intention of celebrity sponsorship brand: The moderating effects of symbolic consumption and face-saving. *Journal of Global Fashion Marketing*, 1(4), 215-229.
- Podsakoff, P. M., MacKenzie, S. B., & Podsakoff, N. P. (2012). Sources of method bias in social science research and recommendations on how to control it. *Annual Review of Psychology*, 63 (1), 539–569.
- Putnam, R. D. (1995). Bowling alone: America’s declining social capital. *J. Democr.* 6, 65–78. doi: 10.1353/jod.1995.0002
- Rajasekar, D., & Aithal, P. S. (2022). Direct to Consumer using Livestream as an Innovative Marketing Medium during COVID-19. *International Journal of Applied Engineering and Management Letters (IJAEML)*, 6(1), 77-86.
- Ravindran, K., Susarla, A., Mani, D., & Gurbaxani, V. (2015). Social capital and contract duration in buyer-supplier networks for information technology outsourcing. *Information Systems Research*, 26(2), 379-397.

- Raza, M. A., Ahad, M. A., Shafqat, M. A., Aurangzaib, M., & Rizwan, M. (2014). The Determinants of Purchase Intention towards Counterfeit Mobile Phones in Pakistan. *Journal of Public Administration and Governance*, 4(3), 1-19.
- Renu., Bansal, S., Gupta, V. (2020). The influence of social media on consumer purchase intention. *International Journal of Scientific and Technology Research*, 9(3), 3136-3142
- Saunders, M. (2014). *Research Methods for Business Students 6th edn*.
- Sheer, V. C., & Rice, R. E. (2017). Mobile instant messaging use and social capital: Direct and indirect associations with employee outcomes. *Information & Management*, 54(1), 90-102.
- Taegoo, T. K., Lee, G., Paek, S., and Lee, S. (2013). Social capital, knowledge sharing, and organizational performance: what structural relationship do they have in hotels? *Int. J. Contemp. Hospital. Manage.* 25, 683–704.
- Tsai, W., & Ghoshal, S. (1998). Social capital and value creation: The role of intrafirm networks. *Academy of management Journal*, 41(4), 464-476.
- Wang, G., Li, L., & Ma, G. (2019). Entrepreneurial business tie and product innovation: A moderated mediation model. *Sustainability*, 11(23), 6628
- Williams, C. (2007). Research Methods. *Journal of Business & Economic Research*, 5(3), 65-72.
- Wongkitrungrueng, A., Dehouche, N., and Assarut, N. (2020). Live streaming commerce from the sellers' perspective: implications for online relationship marketing. *J. Market. Manag.* 36, 488–518. doi: 10.1080/0267257X.2020.1748895
- Xiang, L., Zheng, X., Lee, M. K., & Zhao, D. (2016). Exploring consumers' impulse buying behavior on social commerce platform: The role of parasocial interaction. *International journal of information management*, 36(3), 333-347.
- Yang, X., & Li, G. (2016). Factors influencing the popularity of customer-generated content in a company-hosted online co-creation community: A social capital perspective. *Computers in Human Behavior*, 64, 760-768.
- Zhao, J. D., Huang, J. S., & Su, S. (2019). The effects of trust on consumers' continuous purchase intentions in C2C social commerce: A trust transfer perspective. *Journal of Retailing and Consumer Services*, 50, 42-49.
- Zheng, H., Li, D., Wu, J., & Xu, Y. (2014). The role of multidimensional social capital in crowdfunding: A comparative study in China and US. *Information & management*, 51(4), 488-496.

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2010). *Business Research Methods (8th ed.)*. Mason: Thomson Learning.

APPENDIX



UNIVERSITI TUNKU ABDUL RAHMAN DU012(A)

Wholly owned by UTAR Education Foundation Co. No. 578227-M

Re: U/SERC/225/2022

4 November 2022

Dr Corrinne
Lee Mei Jyin
Department
of
International
Business
Faculty of Accountancy and
ManagementUniversiti
Tunku Abdul Rahman

Dear Dr Corrinne,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your research project (Master student's project) and are pleased to inform you that your application has been approved under Expedited Review.

The details of your research project are as follows:

Research Title	The Impact of Live Streamers' Social Capital on Viewers' Purchase Intention
Investigator(s)	Dr Corrinne Lee Mei Jyin Hong Kai Song (UTAR Postgraduate Student)
Research Area	Social Sciences
Research Location	Online Study
No of Participants	Minimum 200 participants (Age: 18 and above)
Research Costs	Self-funded
Approval Validity	4 November 2022 - 3 November 2023

The conduct of this research is subject to the following:

- (1) The participants' informed consent be obtained prior to the commencement of the research,
- (2) Confidentiality of participants' personal data must be maintained,

- (3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines; and
- (4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should you collect personal data of participants in your study, please have the participants sign the attached Personal Data Protection Statement for your records.

The University wishes you all
the best in your research. Thank
you.

Yours sincerely,



Professor Ts Dr Faidz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Accountancy and Management Director, Institute of Postgraduate Studies and Research